Subject Brief

ENDEAVOUR College of Natural Health

NMHC211

Health Communication and Education

General information

Awards	Subject type	Study year	Study Semester
Bachelor of Nutrition	Core	Year 2	Semester 3

EFTSL: 0.125

Delivery mode: Online

Co-requisites: Nil

Pre-requisites: SOCA221, SOCQ122

Subject overview

This subject examines the multidisciplinary field of health communication, providing students with the theoretical knowledge and practical skills to design, implement, and evaluate effective communication strategies. Students will critically explore the application of communication theories to health promotion, public health campaigns, and health education, with a focus on social marketing, health literacy, and engaging diverse populations. The role of media, advocacy, and culture in shaping health communication will be analysed, including key concepts such as language, agenda-setting, framing, and representation. Students will also engage with contemporary communication approaches, including digital, social, and traditional media, to create innovative and ethically responsible strategies.

Assessments

- Week 7: Recorded Presentation
- Week 12: Written Assignment

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