

# COM 8011: Health Promotion Messages

Guides students through process of planning and strategy development; developing and pretesting concepts, messages, and materials; implementing program, assessing effectiveness and making refinements.

**Credits:** 1.0

**Prerequisites:**

(COM 8008 :Y and COM 8100 :Y) and (COM 8001 :Y or COM 8002 :Y)

**Program:** [Communication](#)