

Curriculum Vita
Edward A. Bouchet Scholar
Sean J. Upshaw, Ph.D.

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Education

Ph.D.	Howard University , Washington, D.C., Communication, Culture, & Media Studies	2018
M.A.	University of Memphis , Memphis, TN Liberal Arts	2011
B.A.	University of Memphis , Memphis, TN Biomedical Illustration	2008

Academic Positions

2020–present	Assistant Professor of Visual Information and Persuasion in Health Communication , The University of Texas at Austin Stan Richards School of Advertising/Public Relations
2020–present	Faculty Affiliate of Bridging Barriers, Whole Communities, Whole Health , The University of Texas at Austin
2020–present	Faculty Affiliate of The Center for Health Communication, Moody College of Communication , The University of Texas at Austin
2023 –present	Faculty Affiliate of Sports Communication & Media , Moody College of Communication, The University of Texas at Austin
2018 – 2020	NIH Diversity Postdoctoral Research Fellow , University of Utah Department of Communication
2017 – 2018	Adjunct Professor , Prince George Community College Department of Communication and Theater
2015 – 2016	Communication Consultant , Howard University Cancer Center Howard University Hospital
2015 – 2018	Teaching Associate , Howard University

Cathy Hughes School of Communications

2009 – 2011 **Teaching Associate**, University of Memphis
Department of Liberal Studies

* Worked as a Medical Illustrator from 2009 - 2015

Awards, Travel Grants, Scholarships

2022–2023	NIA Black Men’s Brain Health Fellowship Award
2018-2020	NIH Diversity Postdoctoral Research Fellow Award
2020	International Communication Association Travel Grant
2017	International Communication Association Travel Grant
2017	International Communication Association, Mass Comm Travel Grant
2017	Howard University Graduate School Travel Grant
2010	Iota Phi Theta Fraternity Incorporated Graduate Scholarship
2010	National Deans List Scholarship
2010	Golden Key International Honour Society Scholarship
2008	State of Tennessee Vocational Rehabilitation Scholarship
2007	State of Tennessee Vocational Rehabilitation Scholarship

Grants

2018–2020	<i>Communal feedback as an innovative alternative to skin self-exam.</i> NIH DP2 Diversity Supplement (\$249,796). National Institute of Biomedical Imaging and Bioengineering of the National Institute of Health under award number #DP2EB022360-01S1. PI: Jakob D. Jensen (Post-doctoral fellow: Sean J. Upshaw).
2021–2022	<i>COVID-19: Evaluating social marketing prevention advertising among Black and Hispanic populations in Central Texas.</i> Center for Health Communication CHER Grant (\$9,250) PI: Sean J. Upshaw . The University of Texas at Austin
2021–2022	Vaccine Confidence Foundation <i>Leveraging moral values and social media to boost vaccine confidence and overcome medical mistrust and historical racism among Black Populations in the U.S. and Cameroon</i> (\$179,340). CO-Investigator: Lucy Aktinson, LeeAnn Kahlor, Sean J. Upshaw , Lillie Williamson, Jean-Louis Ntang Beb and Kristen Sussman
2021–2023	Texas Health and Human Services Commission. <i>Development of interactive resources to promote coping and reduce substance use disorders among Texas families.</i> (\$6,000,000). [UT Center for Health Communication Research Subcontract. Principle Investigator’:

Mike Mackert and Erin Donovan. Co-Investigators: Laura Bright, **Sean J. Upshaw**, Lisa Dobias, Tracy Arrington]

- 2022–2023 *Understanding barriers in access to kidney transplantation in Central Texas* (\$60,000). [Research Subcontract. CO-PIs: Joel Adler and **Sean J. Upshaw**. Economic Wellbeing Institute]
- 2022 –2023 *Towards a Well-Being Economy*” CCP Proposal Grant Award (\$18,000). [Research Subcontract. CO-PIs: Joel Adler and **Sean J. Upshaw**]
- 2022 –2023 Texas Water Development Board. *Effective Flood Awareness and Communication in Texas* (\$250,000).[Research Subcontract. CO-PIs: Keri Stephens and **Sean J. Upshaw**].
- 2023–2024 National Institute of Aging & National Alzheimer’s Association *Using the health belief model to evaluate mental health visual messages among African American parents of Student-Athletes in Central Texas: A qualitative study* (\$2,000) [Research Subcontract. PI- **Sean J. Upshaw**]
- 2023 – 2025 *Investigating Structural Barriers to Chronic Kidney Disease, Dialysis Care, and Kidney Transplantation among Minority Adults in Central Texas*. NIDDKD LRP Grant (\$100,000). National Institute of Diabetes and Digestive and Kidney Disease number award number #LRP0000027888 P.I. Sean J Upshaw

Publications

- Upshaw, S. J.**, Davis, O. I., Love, B. & Almalki, S. (2023). Using the cultural variance framework to promote vaccine confidence in the “We Can Do This” COVID-19 online vaccine campaign to African Americans. *Howard Journal of Communications*
- Upshaw, S.J.** (2023). Centering culture in health promotion education: A pedagogy conversation about health promotion education, culture, and health equity. *Communication Education Journal*. In Press.
- Upshaw, S. J** & Davis, O.I. (2022). Centering survival as cultural strategy: Black newspapers’ cultural descriptions of the Coronavirus pandemic, *Journal of Applied Communication Research* Vol 50 (4) p. 1–20.
- Upshaw, S. J.**, Jensen, J. D., Giorgi, E. A., Pokharel, M., Lillie, H. M., Adams, D. R., John, K. K., Wu, Y. P., & Grossman, D. (2022). Developing skin cancer education materials for darker skin populations: Crowdsourced design, message targeting, and acral lentiginous melanoma. *Journal of Behavioral Medicine*.

- Upshaw, S. J.** (2019). Using the communication theory of identity to evaluate prostate cancer decision aids: Focus group research with African American survivors. *Health Communication*.
- Pokharel, M., Jensen, J. D., John, K.K., Christy, K. R., Burton-Taylor, S., & **Upshaw, S. J.** (2022). Visual tailoring and skin cancer prevention: Comparing personalized, stock, and non-ultraviolet images. *Health Communication*
- Kemp, D., King, A., **Upshaw, S. J.**, Mackert, M., & Jensen, J. D (2021). Applying harm reduction approach to COVID-19 prevention: The influence of moderation messages and risk infographics. *Patient Education & Counseling*.
- Lillie, H. M., Pokharel, M., John, K., K., Christy, K. R., **Upshaw, S. J.**, Giorgi, E. A., & Jensen, J. D. (2021). Does it matter if a story character lives or dies? A message experiment comparing survivor and death narratives. *Psychology & Health*.
- Lillie, H. M., Jensen, J. D., Pokharel, M., & **Upshaw, S. J.** (2021). Death Narratives, Negative Emotion, and Counterarguing: Testing Fear, Anger, and Sadness as Mechanisms of Effect. *Journal of Health Communication*
- Nah, S., Williamson, L.D., Kahlor, L., Atkinson, L., Ntang-Beb, J. & **Upshaw, S.J.** (2023). COVID-19 vaccine hesitancy in Cameroon: The role of medical mistrust and social media use. *Journal of Health Communication*.
- Jensen, J. D., King, A. J., Perez, D., Krakow, M., Coe, K., & **Upshaw, S. J.** (2020). Is news surveillance related to cancer knowledge in underserved adults? Testing three versions of the cognitive mediation model. *Journalism Studies*.
- Jensen, J. D., Pokharel, M., Carcioppolo, N., **Upshaw, S.**, John, K. K., & Katz, R. A. (2020). Cancer information overload: Discriminant validity and relationship to sun-safe behavior. *Patient Education & Counseling*.
- Jensen, J. D., Loewen, S., Berger, J., **Upshaw, S.**, Christy, K., & Lillie, H. M. (2023). Targeted communication and race: Explicating perceived message relevance. *Psychology & Health*.

Manuscript – Revise and Resubmit

- Upshaw, S. J.**, Table, B., Young, Y., R., Garay, R. (under review). Interpreting COVID-19 Infographic Health Messages Through a Cultural Lens: A Study of African American and Latino Communities in Central Texas. Manuscript submitted to the *Health Communication*.

Chen G, Kuk AE, Blackwell LM, Young YL, Turgeon NA, **Upshaw S.J.**, Adler JT. Barriers in Access to Kidney Transplantation in Central Texas: A Mixed-Methods Study. American Transplant Congress. Philadelphia, PA. June 2024. Manuscript submitted to the *Journal of Clinical Transplantation*

Manuscripts – In Progress

Upshaw, S. J. & Smith, D. (in progress). Centering the Health Belief Model in Health Promotion Campaign, “Get Real About Diabetes,” Featuring Anthony Anderson: A Qualitative Content and Rhetorical Analysis of Spokesperson Messaging. Manuscript to be submitted to *Journal of Health Communication*

Conference Presentations

1. **Upshaw, S. J.**, Young, Y., Table, B., & Garay, R. (2024, June 20–24). *Infographic impact: Assessing COVID-19 communication among African American and Latino adults in Central Texas through the lens of the Health Belief Model and Culture-Centered Approach*. Presenting Original Research at the 74th Annual International Communication Association, Gold Coast, Australia. (**Top Paper Award from Ethnicity and Race in Communication Division**)
2. **Upshaw, S. J.** & Kaur-Gill, S. (2024, June 20). *Building Bridging and Amplifying Voices: Applying A Cultural-Centered Approach to Health Communication Through Community Participatory Research and Collaboration*. Pre-Conference at the 74th Annual International Communication Association, Gold Coast, Australia.
3. Chen G, Kuk AE, Blackwell LM, Young YL, Turgeon NA, **Upshaw S.J.**, Adler JT. *Barriers in Access to Kidney Transplantation in Central Texas: A Mixed-Methods Study*. American Transplant Congress. Philadelphia, PA. June 2024. [Poster Presentation]
4. **Upshaw, S. J.**, Almalki, S., Davis, O. I., (2023, November 16–18). *Investigating health disparities in U.S. news headlines: Examining episodic and thematic media framing of health disparities narratives featuring African Americans*. Paper presented at the 109th Annual National Communication Association, Washington, D.C., The United States.
5. **Upshaw, S.J.**, Adler, J., Young, Y., Chen, G., & Turgeon, N (2023, November 16–18). *Investigating sociocultural influences on barriers to access to kidney care services among patient and caregivers of color in Central Texas: A qualitative study*. Paper presented at the 109th Annual National Communication Association, Washington, D.C., The United States.
6. **Upshaw, S. J.**, (2023, May 25-28). *Nothing About Us, Without Us: Authentic Engagement with Persistently Marginalized/Minoritized Populations in Health Communication* Scholarship Pre-Conference. Presentation presented at the 73rd Annual International Communication Association, Toronto, Canada

7. **Upshaw, S. J.**, (2023, April 12–16). Navigating “Wokeness”: Engaging Discriminatory Political Policies in the Classroom and in Life. Presentation presented at the 93rd Annual Convention of Southern States Communication Association, St. Petersburg, FL, The United States.
8. **Upshaw, S. J.**, Davis, O. I., Love, B. & Almalki, S. (2022, November 15–21). Using the cultural variance framework to promote vaccine confidence in the “We Can Do This” COVID-19 online vaccine campaign catering to Black Americans. Paper presented at the 108th Annual National Communication Association, New Orleans, LA. The United States.
9. Voorhees, L.H., Goldsmith, D., Geist-Martin, P., **Upshaw, S. J.**, Bergquist, G., & Morgan, A. (2022, February 18-21). What is “Illness Identity”, Why Do We Study It, and Why Should You? [Research Paper Panel]. Paper presented at the 92nd Annual Western Communication Association. Portland, OR. The United States.
10. Eguchi, S., **Upshaw, S. J.**, Guillem, M. S., Blankenship, C., Alaoui, Z.C.F., Ellis, C., & Files-Thompson, N. (2022, May 26-30). *Oneness, Disrupted:(Re) Mobilizing Ethnicity and Race as Analytics for Examining Differences in Communication*. [Research Paper Panel]. Paper presented at the 72nd Annual International Communication Association Conference. Paris, France
11. Kahlor, L.A., Aktinson, L., **Upshaw, S.J.**, & Williamson, L. (2022). Culturally Competent Health Risk Communication: Understanding How Moral Foundations and Medical Racism Information Behaviors and Vaccine Hesitancy [Panel Session] Paper presented at the 72nd Annual International Communication Association Conference. Paris, France
12. Aktinson, L., Kristen, S., **Upshaw, S.J.**, Williamson, L. & Kahlor, L.A., (2022). Culturally Competent Health Risk Communication: Can AI appeal to underserved populations? Exploring AI-mediated communication in historically marginalized communities [Panel Session] Paper presented at the 14th Annual Association Education Journalism and Media Conference. Norman, OK. **Top Paper Abstract Award**
13. **Upshaw, S. J.** & Davis, O. I. (2021, April 29-30). COVID-19 and Black Americans: A visual content analysis of prevention campaigns [Lightning Talk]. Paper presented at the 1st annual Social Justice Research Forum under the category of health disparity (virtual presentation), The University of Texas at Austin, Austin, Texas.
14. Kemp, D., Mackert, M., King, A. J., **Upshaw, S. J.** & Jensen, J. D. (2021, [April 23-24](#)). *A Harm Reduction Approach to COVID-19 Prevention: The Influence of Moderation Messages and Infographics* [Poster presentation]. The 6th Biennial D.C. Health Communication Conference. Fairfax, VA, United States.
15. Pokharel, M., Jensen, J.D., John, K.K., Christy, K.R., Taylor-Burton, S., & **Upshaw, S. J.** (2021, November). Visual tailoring and skin cancer prevention: Comparing personalized,

stock, and non-ultraviolet images. Panel presentation at the 107th annual convention of the National Communication Association, Seattle, WA. **Division Top Paper Award**

16. **Upshaw, S. J.**, Jensen, D. J., Giorgi, E. A., Pokharel, M., Lillie, H. M., Adams, D. R., John, K. K., Wu, Y. P., & Grossman, D. (2021, May). Developing skin cancer education materials for darker skin populations: Crowdsourced design, message targeting, and acral lentiginous melanoma. Paper presented at the 71st annual convention of the International Communication Conference in Denver, CO.
17. Jensen, J. D., Katz, R. A., Lillie, H. M., Pokharel, M., Adams, D.R., & **Upshaw, S. J.** (2020, November). Information overload and message fatigue: A test of five theoretical models. Presentation submitted to the 106th annual meeting of the National Communication Association (NCA).
18. **Upshaw, S. J.**, & Davis, O.I. (2020, June). Exploring online news stories of COVID-19: Using framing analysis targeting African American healthcare consumers from the Black Press. Presentation submitted to the 6th biannual meeting of American Healthcare Communication Research Forum (Virtual).
19. **Upshaw, S. J.** (2020, June). Crowdsourcing visuals for health communication research and practice. Presentation submitted to the 6th annual meeting of the Health Communication Leadership Institute Conference. The University of Texas-Austin, Austin, Texas.
20. Pokharel, M., Jensen, J. D., Taylor-Burton, S., King, A. J., John, K. K., & **Upshaw, S. J.** (2020, May). Temporal frames, temporal focus, and sun-safe behaviors: A message experiment. Paper submitted to the 70th annual meeting of the International Communication Association Conference, Gold Coast, Australia.
21. Lillie, H., Jensen, J. D., Pokharel, M., & **Upshaw, S. J.** (2020, May). Comparing melanoma death and survivor narratives: A message experiment. Paper submitted to the 70th annual meeting of the International Communication Association Conference, Gold Coast, Australia.
22. **Upshaw, S. J.** (2020, April). Prostate cancer and African American men: A literature synthesis on strategic health communication interventions from 2007 to 2018. Paper submitted to the 12th annual meeting of Kentucky Conference on Health Communication, Lexington, Kentucky.
23. **Upshaw, S.J.** (2019, November). Communication as a multifaceted source for survival: Reflection and reaction. Paper presented at 105th annual conference for National Communication Association.
24. Jensen, J. D., Manusheela, P., John, K. K., Christy, K. R., **Upshaw, S. J.** & Giorgi, E. A. (2019, November). Foreshadowed death and narrative transportation: Comparing the relative persuasive impact of survivor and death narratives. Paper presented at the 105th annual convention of the National Communication Association.

25. Loewen, S., Jensen, J. D., Berger, J., Katz, R. A., **Upshaw, S. J.**, & Christy, K. R. (2019, November). Targeted communication and race: A test of relevance theory. Paper presented at the 105th annual convention of the National Communication Association.
26. **Upshaw, S. J.** (2019, November). Health in the African Diaspora: Exploring the multilayered experiences concerning health myths, misunderstandings, and misinformation. Paper presented at the 105th annual convention of the National Communication Association.
27. **Upshaw, S. J.** (2019, November). Voices and Resources: Placing communication at the forefront through financial literacy, self-health management, social change, and survival as a muse for advocacy, implications of media scholarship, and communication careers after college. Paper presented at the 105th annual convention of the National Communication Association.
28. **Upshaw, S. J.** (2019, August). Exploring psychosocial comorbidity messages and illness perception: Focus group research with African American survivors. Paper presented at the 102nd annual convention of the Association for Education in Journalism and Mass Communication.
29. Jensen, J. D., Pokharel, M., Carcioppolo, N., **Upshaw, S. J.**, & John, K. K. (2019, May). Overload, reactance, and avoidance: Discriminant validity and relationship to sun safe behaviors. Paper presented at the 69th annual convention of the International Communication Association.
30. **Upshaw, S. J.** (2019, May). Scholarship in African Diaspora. Paper presented at the 69th Annual Convention of the International Communication Association. Washington, D.C. United States
31. **Upshaw, S. J.** (2019, April). Using the communication theory of identity to evaluate prostate cancer decision aids: Focus group research with African American survivors. Paper presented at the 5th biennial D.C. Health Communication Conference. Fairfax, VA. United States
32. **Upshaw, S. J.** (2018, April). African American perspectives on end-of-life communication: Addressing gaps and hopes. Paper presented at the 15th biennial Kentucky Conference on Health Communication. Lexington, KY. United States
33. Stroman, C., Hollander, R., Chung, J., Sun, W., & **Upshaw, S. J.** (2018, April). A content analysis of health communication articles addressing elimination and ethnic health disparities. Paper presented at the 15th biennial Kentucky Conference on Health Communication. Lexington, KY. United States
34. **Upshaw, S. J.** (2017, May). It's more than a purveyor of information, it is a call to action: A strategic communication analysis of the Center for Disease Control and Prevention's

HIV communication intervention, “Start talking. Stop HIV.” Paper presented at the 67th annual convention of the International Communication Association. San Diego, CA. United States

35. **Upshaw, S. J.** (2015, October). From Black Lives Matter to Black health matters: How social media can be utilized as a health messenger among African Americans. Paper presented at 1st annual Social Media Technology and Workshop Conference. Washington, D.C. United States

Other Conference Activities

1. **Upshaw, S. J.** (2019, November). Models of persuasion in health communication. **Chair** of a panel presentation at the 105th annual convention of the National Communication Association.
2. **Upshaw, S. J.** (2020, April). Innovative approaches to message design. **Chair** of a panel presentation (virtually) at the 12th annual conference of the Kentucky Conference on Health Communication.

Professional Service - Discipline

Member-at Large	Leadership Development Committee National Communication Association	2022 – 2024
Vice Chair	Black Caucus Pre-Conference Black Caucus Division National Communication Association	2019 – 2020
Chair	Treasurer Black Caucus Division National Communication Association	2018 – 2020
Chair	Treasurer African American Communication and Culture Division National Communication Association	2018 – 2020
Member	Treasurer Advisory Committee Health Communication Division International Communication Association	2018 – 2020
Chair	Nominating Committee African American Communication and Culture Division National Communication Association	2016 – 2017
Grad Student Rep	Health Communication Division National Communication Association	2016 – 2017

Professional Service – Internal

Assessment Committee	Stan Richards School of Adv/PR	2023 – present
Steering Committee	Bridging Barriers: Whole Communities Whole Health. Second Appointment	2021–present
Doctoral Admission	Advertising Doctoral Admissions Committee	2021–present
Doctoral Committee.	Stan Richards School of Adv/PR Doctoral Student: Sophia Dove	2022– present
Doctoral Committee.	Stan Richards School of Adv/PR Doctoral Student: Brittney Phar	2024 – present
Budget Committee	Stan Richards School of Adv/PR	2022 –2023
Second Reader	Undergraduate Honor Thesis- Moody College of Communication	2021–2022
Thesis Advertising	Undergraduate Thesis - Moody College of Communication	2022 – 2024
Committee Member	Moody College Laptop Committee	2022– 2023
Committee Member	Moody Recruitment Day	2022 – 2023
Committee Member	Deans Advisory Council	2022 – 2023
Co-Chair	Texas Creative Director Search Committee	2022 – 2023
Chair	Postdoctoral Research Fellow Hire	2022 –2023
Committee Member	Moody College of Communication Dean’s Search Committee	2023–2024

Professional Service - External

Member	Board of Trustees of Memphis Public Library System	2010 –2014
Chair	Board of Trustees of Memphis Public Library System	2011– 2013
President	National Panhellenic Council of Memphis Metropolitan	2010 –2013

Professional Service - Reviewing

Ad-Hoc Reviewer

1. Journal of Communication	2019 – present
2. Howard Journal of Communication	2020 – present
3. Journal of Health Disparities Research and Practice	2020 – present
4. Health Communication	2020 – present
5. Health Communication	2021 – present
6. Communication Studies	2022 – present
7. Health Communication	2022 – present
8. Patient Education and Counseling	2022 – present
9. Science Communication	2023 – present
10. Health Communication	2023 – present
11. Journal of Racial and Ethnic Health Disparities	2023 – present

Founding Editorial Board Member of *Journal of Communication and Race*
National Communication Association Supported Journal 2022 – present

Associate Editor of *Frontiers in Communication* – Health Communication 2024 – present

Editorial Board Member of Science Communication 2023 – present

Editorial Board Member of Human Communication Research – Start in Jan 2025

Review of a book

Upshaw, S. J. (2019, October 30). Neo-Race Realities [Review of the book *Neo-race realities in the Obama era*, by Harris, H.E.] State of University New York Press, Albany, NY

Other Reviewing

Reviewer	NCA conference	2024 – Present
Reviewer	NCA conference	2023 – 2024
Reviewer	ICA conference:	2022 – 2023
Discussant	AEJMC conference:	2022 – 2022
Reviewer	NCA conference:	2022 – 2022
Reviewer	AEJMC conference:	2022 – 2022
Reviewer	NCA conference:	2020 – 2021
Reviewer	ICA conference:	2019 – 2020

08/17/2024

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Reviewer	APHA conference:	2019 – 2020
Reviewer	NCA conference:	2019 – 2020
Reviewer	NCA conference:	2018 – 2019

Media Coverage of Research

Prostate Health and Communication-The Bev Johnson Show

Information Seeking and Prostate Cancer Management- The Bev Johnson Show

State of Black Men's Health: Self-disclosure and self-care adoption-The Bev Johnson Show

Special Guest Lecture

University of Texas at Austin
Moody College of Communication
Department of Journalism and New Media
– Social Justice Communication 2024

University of Texas at Austin 2024
Health Communication Guest Lecture
Dell Medical School

University of Texas at Austin 2023
Health Communication Guest Lecture
Dell Medical School

Arizona State University
Health Communication Guest Lecture 2022
Department of Communication

University of New Mexico 2022
Health Communication Guest Lecture
Department of Communication

Dominion University 2021
Health Communication Guest Lecture
Department of Communication

University of Texas – Austin 2021
Fall Colloquium Presenter
School of Nursing

University of Texas – Austin
Introduction to Communication Foundation 2021
Department of Communication Studies

University of Texas – Austin
 Ethics in Medicine and Society 2020
 Department of Population Health

Teaching Experience

University of Texas-Austin

Digital Graphic Communication 2020
 Digital Graphic Communication 2021
 Issues in Black American Advertising and PR 2021
 Issues in Black American Advertising and PR Honors 2021
 Digital Graphic Communication 2022
 Health Communication 2022
 Digital Graphic Communication 2022 (SU)
 Issues in Black American Advertising and PR 2022
 Digital Graphic Communication 2023
 Digital Graphic Communication 2023
 Issues in Black American Advertising and PR 2023
 Health Communication, Culture, and Disparities (UGS) 2023
 Digital Graphic Communication 2024

University of Utah

Health Disparity Communication 2020
 Strategic Health Communication 2019
 Visual Communication 2019
 Strategy Communication Theory and Practice 2018

Howard University

Principles of Speech 2018
 Social Media and Society 2017
 Media Psychology 2016
 Principles of Speech 2015

Prince George Community College

Introduction to Communication 2018
 Public Relation Techniques 2017
 Interpersonal Communication 2016

University of Memphis

Medical Anthropology 2011
 Biocultural Epidemiology 2010