

**INTRODUCTION TO HEALTH COMMUNICATION
CMM 374: SECTION 101
FALL 2013**

Days/Time	Mondays and Wednesdays 2:00 – 3:15 p.m.
Location	232 Smith Hall
Instructor	Dr. Jill C. Underhill
Office	250 Smith Hall
Phone	304-696-3013
E-Mail	underhillj@marshall.edu
Office/Hours	M 12:30 – 1:30, T 4:00 – 8:00, W 12:30 – 1:30, F 12:30 – 4:30
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to www.marshall.edu/academic-affairs and clicking on “Marshall University Policies.” Or, you can access the policies directly by going to http://www.marshall.edu/academic-affairs/?page_id=802 Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment

Course Description: From Catalog

This course is a survey and analysis of theories and findings related to health communication in interpersonal, public, and organizational health care contexts. In it, we will explore the communication demands of health care and promotion, examine current issues and problems in the modern health care system, and identify communication strategies health care consumers and providers can employ to achieve health care goals.

Course Student Learning Outcomes	How students will practice each outcome in this Course	How student achievement of each outcome will be assessed in this Course
Students will learn and apply the basic principles of health communication.	Class readings, discussion, in-class exercises	Exam questions, proposal writing, and presentations.
Students will develop critical thinking skills by investigating and engaging health issues relevant to individuals and society.	Class activities and exercises, discussion, low-stakes writing	Exam questions, proposal writing (establishing claims for project rationale and using evidence to validate project), and forming arguments for oral persuasive presentation
Students will be able to identify communication strategies that promote and sustain health for individuals, families, communities, and societies.	Class readings, in-class exercises, discussion	Exam questions, proposal writing (determining communication strategies for campaign)

Students will use acquired knowledge to propose health promotion campaigns and communication-based interventions.	Class readings, in-class exercises, strategic planning session with instructor, feedback on proposed campaign in class	Proposal, Presentation
Students will create a foundation of knowledge for future study of health and wellness.	Class readings, in-class exercises and activities, class discussion, proposal writing, and presentation crafting	Exam questions, participation grade

Required Texts, Additional Reading, and Other Materials

1. du Pré, A. (2010). *Communicating about health: Current issues and perspectives* (3rd ed.). New York: Oxford University Press.

Course Requirements / Due Dates

All assignment guidelines will be posted on Blackboard (MU Online). Guidelines will include instructions and rubrics that will be used to determine your grade. A review of these instructions and rubrics will improve your performance on each assignment.

1. **Examinations (100 points)** - There will be two take-home exams this semester. Each exam will cover a section of the text, and will consist of open-ended questions requiring written responses. Questions will be drawn from your readings and class discussion. Exams will be submitted to Blackboard. Each exam will be worth 50 points.
2. **Discussion Leader (100 points):** Each student is expected to lead one session of class discussion that focuses on application of the chapter material. Discussion leaders should seek out media, examples, and activities related to the chapter material covered that week. Case studies, campaigns, media articles, websites, and popular culture items are encouraged. The discussion leader should also generate a list of discussion questions related to their class activities. The instructor is happy to consult with and assist with preparation of your session during her office hours. Please turn in all material for the discussion by 12:00 p.m. on the assigned day, and let the instructor know if you need any materials copied for the class.
3. **Health Communication Project (300 points)** – First, each student will first select a health organization of their choice to volunteer with for 5 hours over the course of the semester. A supervisor will need to fill out a form consenting to your volunteer time and briefly describing what you will do during the time. At the end of the volunteer time, your supervisor will need to sign off that the hours were completed. You are asked to write a brief reflection (3 pages) about your volunteering experience, focused on communication within the organization (100 points). You will also conduct an informational interview with a paid member of the health organization that focuses on their experiences and use of communication in their profession. You will then write a brief report (3 pages) about the interview, using the discussion prompts posted on Blackboard (100 points). Finally, you will prepare a presentation for

the class that discusses the health organization, the health issues they address, the information you garnered from interviewing a member of their staff, and a reflection of your experience volunteering for the organization (100 points). Guidelines and rubrics for this project will be posted online. The report and reflection will be submitted to Blackboard.

4. **Participation (50 points)** - Your participation grade will be determined by your overall contribution to class discussion. You are therefore asked to share your reactions to class readings and discussion topics. Your willingness to engage with the material and classroom dialogue is extremely important to the success of this class. The instructor will track your participation each session.

Grading Policy

A = 90 – 100%	495 – 550 points
B = 80 – 89%	440 – 494 points
C = 70 – 79%	385 – 439 points
D = 60 – 69%	330 – 384 points
F = 59% or below	330 points earned

CLASS POLICIES

CONTACTING INSTRUCTOR: If we cannot chat face-to-face, I prefer e-mail to telephone calls. E-mail should be used to set up appointments and ask short questions. I will generally respond to your inquiry in one business day. If I do not respond within 24 hours, please re-send your e-mail and follow-up via phone.

DUE DATES: Assignments are due by 11:59 pm of the due date via the dropbox function on Blackboard. Please do not submit any hard copies of assignments unless explicitly asked by the instructor.

LATE ASSIGNMENTS: The semester will move very fast and it is difficult to stay on track unless you follow the syllabus closely. Assignments not received by the due date will be subject to a reduced grading scale. For every day that the assignment is late without the instructor's approval, the assignment grade will drop 20%. The assignment will not be accepted later than 5 days after it is due.

GRADE INQUIRES: All grades will be recorded on Blackboard and can be viewed by the students throughout the semester. All questions about graded assignments, quizzes, or exams must be brought to the instructor within two weeks of the day the grade is posted. We will schedule an appointment to discuss the grade outside of class time.

ATTENDANCE: Attendance is mandatory for this course and will be taken at each session. You are allowed 2 personal days during the semester (The absence does not include major illnesses that require hospitalization or medical care or university-sponsored events. You do not need to contact me to tell me you are using your absence). After your two unexcused absences, you will lose -10 points off your total grade for each additional absence.

Also, you need to be to class on time. Being late twice is the equivalent to one unexcused absence. It is your responsibility to make sure that you are counted as attending if you come to class after attendance is taken. See me after class to change your attendance status if you arrive late.

You are required to attend the sessions you are scheduled to present or take exams. If you miss an exam day, you must have an excused absence to reschedule. Excused absences must be documented to the Dean of Students. Please feel free to check in with me about your attendance at any point in the semester.

Please see the university catalog for the definition of excused and unexcused absences.

STUDENTS with DISABILITIES: Marshall University is committed to equal opportunity in education for all students, including those with physical, learning and psychological disabilities. University policy states that it is the responsibility of students with disabilities to contact the Office of Disabled Student Services (DSS) in Prichard Hall 117, phone 304 696-2271 to provide documentation of their disability. For more information, please visit <http://www.marshall.edu/disabled> or contact Disabled Student Services Office at Prichard Hall 11, phone 304-696-2271.

CLASSROOM RESPECT

Cell Phones: Please make sure that all cell phones are turned off before class starts. If you have an emergency call that you are expecting, please let the instructor know prior to the start of class. The only case when the use of cell phones in class is acceptable is an emergency that requires you to dial 911 or campus police. Please refrain from texting during class time. This is extremely distracting and disrespectful to the instructor and to other speakers who expect your attention. **The first time you use your cell phone in class, I will ask you to put it away. Thereafter, I will confiscate the phone and you will be required to make an appointment later in the day or the following day to talk about your inappropriate cell phone use and retrieve your phone at my office.**

ACADEMIC DISHONESTY

Plagiarism: Copying another's work without proper citation of the source constitutes plagiarism. Plagiarism in any form will not be tolerated. A student that is found plagiarizing another's work will automatically receive an "F" in the course and may be subject to further university discipline.

Cheating: According to university policy, cheating is defined as the use of any unauthorized materials during an academic exercise to include notes, study aids etc. Cheating also includes the viewing of another person's work or securing any part of an assignment or examination in advance of distribution by the instructor. Cheating will not be tolerated in this class and will result in an automatic "F" for the class and the possible recommendation of suspension or expulsion from the university.

OTHER UNIVERSITY POLICIES

By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at http://www.marshall.edu/academic-affairs/?page_id=802

Students with Disabilities | Affirmative Action | Computing Services Acceptable Use | Dead Week | Excused Absences (undergraduate) | Academic Dishonesty | Inclement Weather | MU Alert | Academic Dismissal | Academic Forgiveness | Academic Probation and Suspension | Academic Rights and Responsibilities of Students | Sexual Harassment

This is the only physical or hard-copy of this syllabus you will receive. Electronic versions of this syllabus can be accessed on MU Online (Blackboard) and MyMU under the appropriate course listing.

Course Schedule

Week	Date	Day	Reading Assignments/In-class Topics
1	8/26	Mon.	<i>Introduction to the course and overview of course assignments</i>
	8/28	Wed.	Chapter 1: Establishing a Context for Health Communication
2	9/2	Mon.	Labor Day- No Class
	9/6	Wed.	Chapter 2: History and Current Issues
3	9/9	Mon.	Chapter 3: Patient-Caregiver Communication
	9/11	Wed.	Volunteer Agreement Form Due
4	9/16	Mon.	Chapter 4: Caregiver Perspective
	9/18	Wed.	Discussion Leader:
5	9/23	Mon.	Chapter 5: Patient Perspective
	9/25	Wed.	Discussion Leader:
6	9/30	Mon.	Chapter 6: Diversity Among Patients
	10/2	Wed.	Discussion Leader:
7	10/7	Mon.	Chapter 7: Social Support
	10/9	Wed.	Discussion Leader: Midterm Exam posted to Blackboard
8	10/14	Mon.	Health Communication Project Workshop Day
	10/16	Wed.	Midterm Exam Work Session- Exams due by 11:59 p.m. on Blackboard
9	10/21	Mon.	Chapter 8: Cultural Concepts of Health and Illness
	10/23	Wed.	Discussion Leader:
10	10/28	Mon.	Chapter 9: Culture & Diversity in Health Organizations
	10/30	Wed.	Discussion Leader: Interview Report due by 11:59 p.m.
11	11/4	Mon.	Chapter 10: Leadership and Teamwork
	11/6	Wed.	Discussion Leader:
12	11/11	Mon.	Chapter 11: Health Images in the Media
	11/13	Wed.	Discussion Leader:
13	11/18	Mon.	Chapter 12: Public Health Crises and Health Care Reform
	11/20	Wed.	Discussion Leader: Volunteering Reflection due by 11:59 p.m.
14	11/25	Mon.	<i>Thanksgiving Break</i>
	11/27	Wed.	
15	12/2	Mon.	Presentations
	12/4	Wed.	
<i>Final exam period: Monday, December 9, 12:45 – 2:45 p.m.</i>			