

Marshall University

Course Title/Number	CMM 577: Health Communication Campaigns: Strategies and Processes
Semester/Year/Section	Fall 2013 – Section 101
Days/Time	Wednesdays from 6:30 – 9:00 pm
Location	Smith Hall Room 261
Instructor	Cynthia Torppa, Ph.D.
Office	Smith Hall Room 245
Phone	304-696-3901
E-Mail	Torppa@marshall.edu
Office/Hours	Tuesdays 10:45 am – 2:00 pm Wednesdays 1:00 pm – 4:00 pm Thursdays 10:45 am – 2:00 pm
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:

Examines communication processes that influence human behavior and public policy through health promotion campaigns, including theories and practices of health behavior change and designing, implementing, and evaluating health communication interventions.

Course Student Learning Outcomes:

Students will:	How Practiced in this Course	How Assessed in this Course. Student will
know the theories of health behavior choice and change used to design and implement health communication campaigns and programs.	Lecture, assigned readings, class discussion, in-class activities, and library research.	demonstrate knowledge of theories and concepts and ability to classify, describe, and restate concepts about communication processes on examinations, in discussions and in-class activities, and in a term paper.
recognize effective and ineffective communication strategies that community groups, organizations, and agencies use for health promotion and prevention campaigns and programs.	Lecture, assigned readings, class discussion, in-class activities, and library research.	demonstrate ability to analyze the quality of health communication campaigns and programs on examinations, in discussions and in-class activities, and in a term paper.
know current research findings and best practices used to implement successful and unsuccessful health campaigns and programs.	Lecture, assigned readings, class discussion, in-class activities, and library research.	demonstrate ability to synthesize and evaluate information about communication processes in health campaigns and programs on examinations, discussions, and in a term paper.
be able to apply the theories and research based practices in planning the design, implementation, and evaluation of a health campaign or program.	Lecture, assigned readings, class discussion, in-class activities, and library research.	demonstrate ability to apply concepts in in-class activities and discussions.

Required Texts, Additional Reading, and Other Materials

Glanz, K., Rimer, B. K., & Viswanath, K. (Editors). (2008). *Health Behavior and Health Education: Theory, Research, and Practice*. San Francisco: Jossey Bass.

Course Requirements / Points / Due Dates

1. Class Participation	100 points	
2. Midterm Exam	100 points	October 9
3. Term Paper and Presentation	200 points	December 4
4. Final Exam	100 points	December 11

Grading Policy

Grades will be calculated on a straight scale:

A = 90 - 100% C = 70 - 79% F = 59% or less
B = 80 - 89% D = 60 - 69%

Attendance Policy

The goal of this course is to help you understand how to plan, implement, and evaluate health promotion and disease prevention campaigns. You must be engaged in our in-class discussions and participate in our in-class activities to develop the depth of knowledge and important skills this course is designed to teach. It is highly likely that missing classes will limit your ability to understand expectations for assignments (which will result in a reduction in your ability to earn high scores on your assignments) and will make learning the content of this course more difficult (and so will result in poor performance on your midterm and final exams and on your projects and papers).

How many absences will be tolerated?

You may miss one class without a university approved excused absence report without penalty, however, each additional unexcused absence will result in a 10% reduction in your final course grade. PLEASE NOTE: No student who misses four or more of the class sessions, whether those absences are excused or not, will receive a passing grade for the course. Absences that are determined to be excused by the University must be reported to the instructor and so we can discuss opportunities for make-up work.

Course Assignments




Class Participation and Discussion. When we meet each week, we'll discuss the assigned chapter(s), so be sure to read the chapter(s) prior to class and come prepared to ask questions, share ideas, and participate in an examination of the theories and concepts and their applications.

Midterm Exam (Exam #1, October 9). You will demonstrate your mastery of chapters 1, 3, 4, 5, and 6 from Glanz et al. on a midterm exam. It will include both short answer and longer essay questions.

Term Paper and Presentation. You will also expand your knowledge of the theories and processes we'll study in a term paper. During our final class meeting, you will present a summary of your term paper for your peers. We'll discuss the details of this assignment in class.

Final Exam. During our final exam period, you will demonstrate your mastery of the information contained in chapters 7, 8, 9, 11, 13, 14, 15, 16 and 19 (and perhaps mentioning information from chapters 1, 3, 4, 5, and 6 as appropriate) from Glanz et al. in your final exam. It will include both short answer and longer essay questions.

Course Schedule

Week:	Wednesday:	Assignment:
1	August 28	Introduction, Course Overview: Health Communication and Public Health Promotion Glanz et al., Chapter 1: The Scope of Health Behavior
2	September 4 	Happy Labor Day on Monday, September 2nd Chapter 3: Health Belief Model & Program Design with the HBM
3	September 11	Continue HBM Chapter 4: Theory of Reasoned Action
4	September 18	Program Design with the TRA and IBM
5	September 25	Chapters 5 & 6 Transtheoretical and Precaution Adoption Process Models
6	October 2	Program Design with the TTM and PAPM
7	October 9	Exam #1
8	October 16	Chapter 7: Perspectives on that Focus on Individuals Chapter 8: Models of Interpersonal Behavior and Social Cognitive Theory
9	October 23	Chapter 9: Social Networks Chapter 11: Key Interpersonal Functions
10	October 30 	Happy Halloween! Chapter 13: Community Organizations
11	November 6	Chapter 14: Diffusion of Innovations Theory
12	November 12	Chapters 15: Organizational Change Chapter 16: Media Studies
13	November 20	Chapter 19: Social Marketing
14		Thanksgiving Break Week of November 25 - 29
15	December 4	Student Presentations of Term Papers
16	December 11	Final Exam at 6:30 pm