

Marshall University

Course Number/Title	CMM 474: Interpersonal Health Communication
Semester/Year	Spring 2017
Days/Time	Mondays 4:00 pm - 6:20 pm
Location	Smith Hall 227
Instructor	Dr. Jill C. Underhill
Office	Smith Hall 250
Phone	(304) 696-3013
E-Mail	underhillj@marshall.edu
Office/Hours	Mondays: 1:00 pm – 3:00 pm Wednesdays: 12:30 pm – 4:30 pm Fridays: 10:00 am – 2:00 pm & by appointment
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.” 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

This seminar investigates the role of communication in establishing effective interactions between health providers, patients, citizens, and families. We will explore theories and findings in relationship development, decision-making, social support, advocacy, and family relationships.

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 understand how communication theory provides a context for studying health holistically.	Class reading; discussion; in-class exercises; group work; practice presentations.	Exam Questions Class Project Presentation [List assessments-exam questions, papers, projects, presentations-that evaluate mastery of this particular outcome].
Students will assess the ways health communication theories enhance understanding of interpersonal contexts.	Class reading; discussion; in-class exercises; group work; low-stakes presentations.	Exam Questions Class Project Presentation
Students will analyze public health artifacts using health communication theory.	Class discussion; in-class exercises; group work; low-stakes presentations.	Exam Questions Paper

Students will synthesize scholarship on health communication.	Class discussion; in-class exercises; group work; low-stakes presentations.	Exam Questions Class Project Presentation
Produce an appropriate strategy, which effectively communicates with consumers/patients, health care professionals, policy makers and media staff.	Class discussion; in-class exercises; group work	Class Project Presentation
Demonstrate understanding in the application of social media within interpersonal health communication contexts.	Class readings; discussion; in-class exercises.	Class Project Presentation

Required Texts, Additional Reading, and Other Materials

Course readings will be posted on Blackboard. Please have access to copies of reading in class.

Course Policies

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 Inquiries: All grades will be recorded on Blackboard and can be viewed by the students throughout the semester. All questions about graded assignments 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 necessary for this course and will be taken at each session. You are allowed 1 unexcused absence during the semester (on days that do not include your oral presentation or a major grading event; this day should be banked in case of minor illness or commitments that cannot be rescheduled. The unexcused absence does not include major illnesses that require hospitalization or medical care or university-sponsored events). After the one unexcused absence (a week's worth of class), you will lose -25 points off your total grade for each additional absence. Excused absences must be documented to the Dean of Students. Please see the university catalog for the definition of excused and unexcused absences.

Cell Phones: Let's create an oasis of civility in our classroom. Please make sure that all cell phones are silenced before class starts.

Laptops: Feel free to bring a laptop to access your readings or take notes during class; BUT, other unrelated uses of the computer are not permitted.

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.

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 Requirements	Points	Due Date
Social Media & Health Case Study	25	March 6 @ 11:59 p.m.
Midterm Exam (Take-Home Essay)	50	March 17 @ 11:59 p.m.
Final Exam (Take-Home Essay)	50	May 8 @ 11:59 p.m.
<i>Semester Projects</i>		
Option 1: 2017 West Virginia Autism Conference Project	100	TBD
Option 2: Term Paper		
Presentation of Semester Project	50	April 24 or May 1
TOTAL	275	

Participation and Discussion

This class will be conducted as a seminar, which is organized and conducted differently from typical courses. Specifically, I hope we can spend more time participating in thoughtful and focused discussion about the material, and synthesizing old and new ideas. In hopes of fulfilling these goals, *you are asked to bring at least two well-developed discussion questions to class that pertain to that day’s readings.*

Questions might be related to inconsistencies between readings, misunderstandings you might have, questions for other students about how readings relate, problems with the research, ethical quandaries that arise, etc. These questions are expected to be thought-provoking (simply asking questions that are answered in the readings won’t be counted). The point of the questions is to stimulate interesting conversation and demonstrate that you completed the assigned readings.

Social Media & Health Case Study

Each student will locate a social media-based interpersonal health campaign of interest. The student will then complete the case study analysis (see Blackboard for details) that examines the theory and praxis underlying the campaign. Finally, the student will analyze and evaluate the campaign based on criteria provided.

Midterm and Final Exam

Students enrolled in CMM 474 will be assigned take-home midterm and final exam essay questions. These questions will address important questions raised by readings and class discussion. Detailed instructions on response requirements will be provided on Blackboard. The exams should be submitted via the dropbox function on Blackboard by 11:59 pm of their due date.

Semester Project

The semester project will involve partnering with the Mountaineer Autism Project (MAP). Students will have the option to propose a health communication project related to the first statewide conference on childhood Autism being held in April or to write a research paper that examines interpersonal health communication variables and the efficacy of potential interventions in diagnosing, raising awareness, increasing acceptance, and/or facilitating support for people with Autism and their loved ones living in the state of West Virginia. Project details will be available on Blackboard.

Course Schedule*

Week	Date	Topic	Assignments
3	Jan 23	Introduction to Health Communication & Contexts	Readings for each week are posted to Blackboard.
4	Jan 30	Interpersonal Influence & Health	
5	Feb 6	Uncertainty & Risk Perceptions	
6	Feb 13	Stigma	
7	Feb 20	Emotions, Inhibitions, & Disclosure	
8	Feb 27	Social Support	
9	March 6	e-Health & Social Media	Social Media & Health Case Study due to dropbox by 11:59 pm on March 3
10	March 13	Midterm Examination	Midterm Exams due to dropbox by 11:59 pm on March 17
	March 20	<i>Spring Break University Closed</i>	
11	March 27	Patient/Provider Communication: The Provider Perspective	
12	April 3	Patient/Provider Communication: The Patient Perspective	
13	April 17	Health Communication in the Family	
14	April 24	Presentations	
15	May 1	Presentations	

The final exam will be due May 8 at 11:59 p.m.

*Schedule subject to change as needed. Updates will be posted on Blackboard and announced in class.