

Marshall University

Course Number/Title	CMM 374/Introduction to Health Communication
Semester/Year	Fall 2015
Days/Time	Mondays & Wednesdays 2:00 – 3:15 pm
Location	Smith Hall 232
Instructor	Dr. Jill C. Underhill
Office	Smith Hall 250
Phone	(304) 696-3013
E-Mail	underhillj@marshall.edu
Office/Hours	M- 10:00 – 2:00 W- 10:00 – 2:00 F- 10:00 – 12:00 & 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.” 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

This course 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	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.	Lecture, assigned readings, class discussion, in-class activities, and library research.	Exam questions, assigned 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 and assigned writing
Students will be able to identify communication strategies that promote and sustain health for individuals, families, communities, and societies.	Lecture, assigned readings, class discussion, in-class activities, and library research.	Exam questions, class discussions, assigned writings.

Students will create a foundation of knowledge for future study of health and wellness.	Lecture, assigned readings, class discussion, in-class activities, and library research.	Demonstrate ability to apply concepts in in- class activities and discussions.
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Required Texts, Additional Readings, and other Material

1. du Pré, A. (2014). *Communicating about health: Current issues and perspectives* (4th ed.). New York: Oxford University Press.

Course Requirements

All assignment guidelines will be posted on Blackboard (MU Online). Guidelines will include instructions and rubrics that will be used to determine your grade.

1. **Weekly Reflections (10 points each, 100 points)**—For 10 weeks, students will be asked to respond to one of the self-reflection prompts in the chapter being covered in class. Generally these prompts ask the writer to apply communication concepts when discussing a healthcare challenge. Students will be asked to author a 1.5 page double-spaced reflection, using one quotation from the book. Students will then submit the finished reflection to the designated dropbox by the due date (generally 11:59 pm Sunday before the chapter is covered). Students are welcome to submit their reflections early; late reflections will be subject to deductions as outlined on the syllabus.
2. **Health Professional Interview & Analysis (150 points)** –You will conduct an informational interview with a paid member of a health organization that focuses on his/her experiences and use of communication in their profession. The first step of this project is to construct a series of interview questions that focus on different areas of communication within their field. You will be guided through this process and will turn in your interview questions to be evaluated before conducting the interview (50 points). After conducting the interview, you will then write a report (100 points) that focuses on the role of communication in the health professional’s career. The report will discuss the health organization where the professional works, the health issues they address, the information you garnered from interviewing the health professional about the role of communication in their work, and an analysis of yourself as an aspiring health professional taking what you have learned from the interview into consideration. Guidelines and rubrics for this project will be posted online. The report and reflection will be submitted to Blackboard.
3. **Presentation about Health Communication in the Field (50 points)**- You will join forces with 3 other class members who are interested in the same type of health profession. Using your research and information from the health professional interview, you will create a 10-minute presentation titled “Health Communication in X Profession.” For this presentation, you will discuss 3 major communication challenges health professionals in this field encounter and best practices for overcoming these obstacles.

4. Examinations (100 points): There will be 2 exams in this course. The midterm exam will cover chapters 1-5; the final exam will cover chapters 6-9 & 11 (we will skip Chapter 10). Exams will consist of true/false, multiple choice, and matching questions. Please bring a No. 2 pencil to the exams.

Grading Policy

A = 100 - 90%	400 – 360
B = 89 - 80%	359 – 320
C = 79 - 70%	319 – 280
D= 69 – 60%	279 – 240

Guidelines and associated rubrics are posted on Blackboard for each assignment.

Unless explicitly stated, written assignments will be submitted electronically via the dropbox function on Blackboard. If you have trouble submitting via Blackboard, e-mail the assignment to me before the deadline for full credit.

All assignments should be typed in 12 point font, double spaced, with one inch margins on all sides.

Late assignments will not be accepted for full credit unless the instructor has given prior consent. For every 24 hours that the assignment is late without the instructor's approval, the assignment grade will drop 20%.

Attendance Policy

Your participation is an integral component of this course. Regular and prompt attendance is necessary. Attendance will be taken at each session. You are allowed **two** unexcused absences during the semester (on days that do not include an oral presentation or a major grading event, such as an exam). That said, please do not come to class ill. You are responsible for obtaining an excused absence from the Dean of Students in the case of illness or other university-excused reason for missing class. **After two unexcused absences, you will lose -10 points off your total grade for each additional absence.**

Course Schedule

Tentative Schedule- Professor will notify class of changes and post updated schedules on Blackboard

<u>Week</u>	<u>Date</u>	<u>Day</u>	<u>Reading Assignments/In-class Topics</u>
1	8/24	Mon.	Chapter 1: Establishing a Context for Health Communication
	8/26	Wed.	Reflection Prompt 1 due by 11:59 pm on 8/30
2	8/31	Mon.	Chapter 2: History and Current Issues
	9/2	Wed.	Reflection Prompt 2 due by 11:59 pm on 9/6
3	9/7	Mon.	No Class- Happy Labor Day!
	9/9	Wed.	<i>Assign Health Professional Interview Project & Groups</i>
4	9/14	Mon.	Chapter 3: Patient-Caregiver Communication
	9/16	Wed.	Reflection Prompt 3 due by 11:59 pm on 9/20
5	9/21	Mon.	Chapter 4: Patient Perspective
	9/23	Wed.	Reflection Prompt 4 due by 11:59 pm on 9/27
6	9/28	Mon.	Chapter 5: Caregiver Perspective
	9/30	Wed.	Reflection Prompt 5 due by 11:59 pm on 10/4
7	10/5	Mon.	<i>Interview Question Workshop Day</i>
	10/7	Wed.	Exam Review/Group Consultation Day
8	10/12	Mon.	MIDTERM EXAM
	10/14	Wed.	Health Professional Interview Questions due by 11:59 pm Reflection Prompt 6 due by 11:59 pm on 10/18
9	10/19	Mon.	Chapter 6: Diversity in Healthcare
	10/21	Wed.	Reflection Prompt 7 due by 11:59 pm on 10/25
10	10/26	Mon.	Chapter 7: Cultural Conceptions of Health and Illness
	10/28	Wed.	Reflection Prompt 8 due by 11:59 pm on 11/1
11	11/2	Mon.	Chapter 8: Social Support, Family Caregiving, & End of Life Issues

	11/4	Wed.	Reflection Prompt 9 due by 11:59 pm on 11/8
12	11/9	Mon.	Chapter 9: eHealth, mHealth, and Telemedicine
	11/11	Wed.	Reflection Prompt 10 (Chapter 11) due by 11:59 pm on 11/15
13	11/16	Mon.	Chapter 11: Health Images in the Media
	11/18	Wed.	Health Professional Interview Analysis Paper due by 11:59 pm
14	11/23	Mon.	<i>Thanksgiving Break</i>
	11/25	Wed.	
15	11/30	Mon.	Group Presentations
	12/2	Wed.	
FINAL EXAM: Monday, December 7, 12:45 – 2:45 p.m.			