

Marshall University

Course Number/Title	CMM 374/Section 101/Introduction to Health Communication
Semester/Year	Fall 2016
Days/Time	Mondays & Wednesdays 2:00 PM – 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- 12:00 PM – 2:00 PM W- 10:00 AM – 2:00 PM F- 10:00 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

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. Reflections (5 points each, 60 points)**— In 12 weeks, students will be asked to complete a 1.5-page, double spaced reflection that synthesizes and applies the course reading and class material. Students will be asked how the topic and materials of the week informed their own thinking as health citizens and potential future health practitioners. Students will also be asked to identify what questions and tensions exist after the week, and how the week’s material can be synthesized into the larger framework of the course. I will be reading to see how your incorporate key concepts from the assigned chapter. I encourage you to incorporate as many key concepts as possible. Each submission should have at least five specific references to the text or class material. Students may use the style manual of their choice (MLA/APA), but use it consistently and correctly. Title each paper “Last name, Think Piece #” (# represents the appropriate module number). Before you write and submit Think Piece 1, read the document titled “Writing Advice” in the “Course Content” folder. This document explains how to organize analytical writing.
- 2. Health Professional Interview & Analysis (150 points)**– You will conduct an informational interview with a paid member of a health organization that focuses on their 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 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 are posted on Blackboard.

- 3. Presentation about Health Communication in the Field (100 points)-** Using your research and information from the health professional interview, you will create a 15-minute presentation titled "Health Communication Challenges in X." For this presentation, you will discuss 3 major communication challenges in this context (contexts can be professional fields, special populations, or other areas) and best practices for overcoming these obstacles. Guidelines and a rubric for this presentation are posted on Blackboard.
- 4. Examinations (50 points each, 100 points total):** There will be 2 exams in this course. The midterm exam will cover chapters 1-6; the final exam will cover chapters 7-9 & 11-12 (we will skip Chapter 10). Exams will consist of true/false, multiple choice, and matching questions. Examinations are open book and notes, but students are expected to complete the exams on their own.

Grading Policy

A = 100 - 90%	410 – 369
B = 89 - 80%	368 – 328
C = 79 - 70%	327 – 287
D= 69 – 60%	286 – 246

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. If you are going to miss class due to illness and would like to be excused from that class period, please notify the instructor before the class period begins. You are responsible for material covered in that session. You are responsible for obtaining an excused absence from the Dean of Students in the case of illness that extends beyond one class period 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 Fall 2016

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

Week	Date	Day	Reading Assignments/In-class Topics
1	8/22	Mon.	Chapter 1: Establishing a Context for Health Communication
	8/24	Wed.	Reflection Prompt 1 due by 11:59 pm on 8/26
2	8/29	Mon.	Chapter 2: History and Current Issues
	8/31	Wed.	Reflection Prompt 2 due by 11:59 pm on 9/2
3	9/5	Mon.	No Class- Happy Labor Day!
	9/7	Wed.	Chapter 2 Continued: Current Issues (Documentary) Reflection Prompt 3 due by 11:59 pm on 9/9
4	9/12	Mon.	Chapter 3: Patient-Caregiver Communication <i>Assign Health Professional Interview Project & Groups</i>
	9/14	Wed.	Reflection Prompt 4 due by 11:59 pm on 9/16
5	9/19	Mon.	Chapter 4: Patient Perspective
	9/21	Wed.	Reflection Prompt 5 due by 11:59 pm on 9/23
6	9/26	Mon.	Chapter 5: Caregiver Perspective
	9/28	Wed.	Reflection Prompt 6 due by 11:59 pm on 9/30
7	10/3	Mon.	Chapter 6: Diversity in Healthcare
	10/5	Wed.	Reflection Prompt 7 due by 11:59 pm on 10/7
8	10/10	Mon.	Exam Review/Interview Question Group Consultation
	10/12	Wed.	MIDTERM EXAM Health Professional Interview Questions due by 11:59 pm
9	10/17	Mon.	Chapter 7: Cultural Conceptions of Health and Illness

	10/19	Wed.	Reflection Prompt 8 due by 11:59 pm on 10/21
10	10/24	Mon.	Chapter 8: Social Support, Family Caregiving, & End of Life Issues
	10/26	Wed.	Reflection Prompt 9 due by 11:59 pm on 10/28
11	10/31	Mon.	Chapter 9: eHealth, mHealth, and Telemedicine
	11/2	Wed.	Reflection Prompt 10 due by 11:59 pm on 11/4
12	11/7	Mon.	Chapter 11: Health Images in the Media
	11/9	Wed.	Reflection Prompt 11 due by 11:59 pm on 11/11
13	11/14	Mon.	Chapter 12: Public Health Crises
	11/16	Wed.	Health Professional Interview Analysis Paper due by 11:59 pm
	11/21- 11/24		<i>Thanksgiving Break</i>
14	11/28	Mon.	Chapter 12 continued: Health Care Reform
	11/30	Wed.	Reflection Prompt 12 due by 11:59 pm by 12/2
15	12/5	Mon.	Group Presentations
	12/7	Wed.	
FINAL EXAM SESSION: Monday, December 12 at 12:45 PM – 2:45 PM			