Spring 2015

PUBH 4330 - Promotional Strategies for Health Programs

Jamie S. Cromley
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GEORGIA SOUTHERN UNIVERSITY  
Department of Community Health Behavior and Education  
Jiann-Ping Hsu College of Public Health  
PUBH 4330 Promotional Strategies for Health Programs (3 credits)  
Spring 2015  
Monday, Wednesday, & Friday 11:15-12:05pm  
IT Building, Room 3214

Instructor:    Jamie Cromley, MPH  
Email:     jcromley@georgiasouthern.edu  
Office:     Hendricks Hall 2002  
Phone #:   912-478-2291  
Office Hours:    Tuesday 9:00am-1:00pm, Wednesday 9:00am-10:00am or by Appt

Prerequisites:  
HLTH 2130 (Foundations of Health Education) and HLTH 3133 (Health Promotion Program Planning).

Course Description  
This course explores the application of social marketing and communication theory to the development of  
strategies to enhance health education and promotion programs.

Required Text:  

Press. (SFP) Provided for you on Folio

Objective  
The course is designed to introduce students to some of the basic principles and perspectives of public health  
education in the United States, particularly as they relate to developing fundamental skills in communicating health  
information to the public. As a result of taking this course, students will be able to:

Course Objectives

- Distinguish among the concepts, language, and issues of publicity, public relations, social marketing,  
  and health communication as they apply to health education and health behavior programs;
- Describe and apply the procedure for developing a public relations plan for a health-related program or 
  agency;
- Describe and apply appropriate design principles for health-related print materials;
- Describe and apply the steps of developing health-related informational and publicity materials for the 
  print media, including writing news copy and developing brochures, newsletters, flyers, posters, and 
  press kits;
- Describe and apply the principles of publicity and health communication using electronic media such 
  as radio, television, and computers;
- Describe and apply the procedure for presentations as a program implementation strategy; and
- Describe and apply the development of special relationships with media gatekeepers and vendors such 
  as newspaper editors, television and radio producers, printers, and others.
Student Expectations and Course Policies:

1. Students are to be in class on time. After 5 minutes the door will be closed, if you are late please do not enter. You are responsible for all notes, classroom discussion, oral announcements, etc of what was covered on the day of your absence. If you miss exams, quizzes or other assignments because of a missed class, then you will receive a “0”.

2. There will be no make-up exams given. Exams are the property of the professor, any exams removed from the classroom by students will result in the score of a “0” be assigned for that exam, and an “F” for the entire course. You must notify the professor IN ADVANCE if you have an unexcused absence or a make-up test will not be offered. Any person not showing up for an exam without prior notification automatically receives an “F”.

   No make-up tests are given except for an university excused absence with full documentation. If you miss a test, you have one week to make the exam up. If it is not made up within one week, you will receive 0 points for the exam. You have 24 hours after a test is taken by the class to contact me via email to schedule your make-up exam.

3. The final exam is mandatory (cumulative) and will be given during finals week. Early final exams will not be given. If this scheduled time is a problem, please consider dropping this course.

4. Late work assignments are not accepted. Most assignments will be submitted through Folio (a day and time will be posted), but some will be turned in during class time. For assignments turned in during class, please place on the front desk as you walk in. These assignments are due within the first five minutes of class, after that they are considered late and will not be accepted.

5. All assignments must be given to the professor directly, unless otherwise directed. Assignments should not be given to the Office secretary, slipped under my office door, left in my mailbox, etc.

6. Please consult the STUDENT CONDUCT CODE 2014-2015 for course policy concerning issues related to academic dishonesty. Anyone caught violating any of these regulations will be immediately reported to GSU’s Judicial Board, and be assigned a “F” for the course.

7. Last day to withdraw from class without academic penalty is April 8th, 2015. Students who stop attending class without officially withdrawing from the class will receive a final grade of “F”.

8. Samples of your work may or may not be reproduced for research purposes and/or inclusion in the professor’s teaching portfolio. You have a right to review anything selected for use, and subsequently ask for its removal.

9. On the first day of class all students must sign an acknowledgement and consent form that they have received a copy of the syllabus and understand the course policies, expectations and grading procedures.

10. This syllabus, my lectures, and all materials distributed and presented by me during this course are protected by copyright law. You are authorized to take notes in this class but that authorization extends only to making one set of notes for your personal use and no other use. You are not authorized to sell, license, commercially publish, distribute, transmit, display, or record notes from this class unless you have my written consent to do so.

11. If you are receiving services from the Student Disability Resource Center (SDRC), please come and see me, as soon as possible, to schedule an appointment and to present me with an official accommodation letter.

12. This course is on Folio. You are responsible for downloading notes BEFORE you come into class. Please regularly check Folio for any messages that I might have for you.

13. When you need to contact me, please do so through the jcrromley@georgiasouthern.edu email account for I check this one more frequently than the Folio mail messages. I will do my best to respond within 48 hours (with the exception of weekends and holidays).
14. Cell phone policy: Cell phones are expected to be OFF (or on silent) and OFF your desk (in your purse or bookbag) at all times during all classes. If you cell phone goes off during class, you are using the phone (i.e. texting) or cell phone is on your desk/ person at any time during any lecture you will be asked to leave the class. If completing an in class activity and you are asked to leave you will not receive credit for participation. In case of an emergency, please notify me prior to class.

15. Please do not email the last week of classes asking to round up your grade. You have the entire semester to earn your grade and extra credit opportunities will not be given the last week of class or finals week.

My Commitment to You:

As a student in my class, you are important to me. I am committed to your continued learning and college experience. You are never an interruption of my work. You are the purpose of it. Students are the most important people at Georgia Southern University. I am honored that you entrust your education to me. Please feel free to visit my office, call, or e-mail me at any time.

Open Door/ Closed Door Office Policy: Most of the time, when I am in my office, my door is open. Please feel free to come in and visit any time when the door is open. When my office door is closed, it means that I am not there or I am working on something and can’t be disturbed. Please respect this and don’t knock unless it is a dire emergency.

Attendance

Georgia Southern believes that significant student learning occurs in the classroom and recognizes the importance of in-class experiences, and if missed by a student even for legitimate reasons, cannot be fully recovered. Attendance (30 points of your overall grade) will be randomly taken throughout the semester. If a student is unable to attend class please contact the instructor via email prior to class. The student is also responsible for the work missed during the day of absence. The instructor will be willing to meet with the student if clarification of missed material is needed; however, the lecture will not be repeated. Even though attendance is not mandatory, in-class assignments missed by the student will receive a grade of zero. If a medical/family emergency occurs on the day of a scheduled assignment or exam the student must contact the instructor immediately (see make-up exam policy).

Academic Integrity:

Students are expected to follow guidelines outlined in the Student Conduct Code 2014-15 policy regarding academic dishonesty. Any student found in violation of academic honesty will receive a grade of ‘F’ for the course. It is the student’s responsibility to familiarize him/herself with the student policies and expectations set forth in the GSU Student Conduct Code 2014-15. You are expected to follow guidelines set forth in the entire handbook. Failure to comply with any part of this handbook may be a violation and thus, you may receive an ‘F’ in the course and/or be referred to disciplinary action.

Students with Special Needs or Disabilities:

Georgia Southern University recognizes its responsibility for creating an institutional climate in which students with special needs or disabilities can thrive and learn. The Student Disability Resource Center offers various support services and can help you if special accommodations related to your special need or disability is warranted. If you have any type of special need or disability for which you require accommodations to promote your learning in this course, please discuss your needs with the instructor immediately. It is your responsibility to come to the instructor with issues that are potential impedances to your success in this course. Each student’s issue(s) will be evaluated on a case-by case basis. Students who choose to wait until the issue has persisted for a lengthy time or the end of the semester will deny the instructor with the opportunity to evaluate their needs and/or a potential solution.
Collegiate Course Obligations & Expectations

I encourage all of you to stop by during my office hours or make an appointment to discuss your progress, review your exams or assignments or discuss your career choices. As a student in my class, you are important to me. I am committed to your continued learning and college experience. Furthermore, I believe that the collegiate learning experience must involve collaboration. Students and the professor have reciprocal obligations to each other that must be fulfilled, if the learning process is to be mutually beneficial and successful.

Here is what I expect from YOU*

- You will treat everyone in the class, including the professor, with the respect due to all human beings.
- You will attend class, give your full attention to the material, & conduct yourself in an appropriate manner.
- You will come to class prepared by reading the assigned course materials BEFORE the scheduled class session.
- You will agree to do the work outlined in the syllabus on time.
- You will acknowledge that previous academic preparation (e.g., writing skills) will affect your performance in this course.
- You will acknowledge that your perception of effort, by itself, is not enough to justify a distinguished grade.
- You will not plagiarize or otherwise steal the work of others.
- You will not make excuses for your failure to do what you ought.
- You will accept the consequences -- good and bad -- of your actions.
- You will take advantage of the instructor’s office hours to address any questions and concerns related to your performance in this course or your professional development.

Here is what students can expect from ME*

- I will treat you with the respect due to all human beings.
- I will work hard to know your name by midterm.
- I will always treat you as an individual.
- I will not discriminate against you on the basis of your identity or your well-informed viewpoints.
- I will prepare carefully for every class.
- I will begin and end class on time.
- I will teach only in areas of my professional expertise. If I do not know something, I will say so.
- I will do my best to grade any assignments within 2 weeks of submission with constructive feedback.
- I will pursue the maximum punishment for plagiarism, cheating, and other violations of academic integrity.
- I will keep careful records of your attendance, performance, and progress.
- I will make myself available to you for advising, at least 5 hours each week.
- I will maintain confidentiality concerning your performance.
- I will provide you with professional support and write recommendations for you, if appropriate.
- I will be honest with you.
- Your grade will reflect the quality of your work and nothing else.
- I am interested in your feedback about the class.
- I will manage the class in a professional manner. That may include educating you in appropriate behavior.


TIPS FOR BEING SUCCESSFUL IN CLASS:

SUCCESS TIP #1: Attend class regularly, keep up with the reading, pay attention to health communication topics in the news or in your world. Bottom line, an engaged student is a successful student.

SUCCESS TIP #2: READ, READ, READ!!! You will enjoy the class more and get more out of the discussions having read and made notes for the day’s reading.

SUCCESS TIP #3: Turn in assignments and drafts on their respective due dates to avoid point deduction.
COURSE REQUIREMENTS:

Quizzes (50 points maximum)
Five quizzes will be given throughout the semester in class. Students who are tardy or absent without a medical or university approved excuse will not be allowed to make up quizzes or exams. A student arriving more than 5 minutes after class has begun or after the first quiz/exam has been turned in (whichever comes first) will not be allowed to take the assessment.

Final Exam (100 maximum points)
The final exam will be given during the University appointed time. Make-up exams will not be allowed.
   1. Comprehensive and written.
   2. Questions will be based on ALL material covered in lectures, handouts, films, lab assignments, and assigned readings. It is important that you know the course content very well.
   3. You will need a scantron form for exams: Benchmark Accuscan #29240 (maroon colored).

Educational Materials Portfolio (250 maximum points):
The Educational Materials Portfolio: Marketing components will be completed throughout the semester with varying due dates (see course schedule for more info). The project will be completed in groups (pairs) assigned the first week of classes. Each draft component will be graded separately and returned to the group for revisions. Upon return of the item, each group is asked make all corrections, reprint the component, and put a hardcopy along with the originally graded (earlier draft) in their “Marketing Plan/Press Kit Materials Portfolio.” Please see the Press Kit Project information sheet for detailed grading information and press kit requirements.

Marketing Plan/Press Kit Materials Components:
- Fact Sheet (20 points)
- Brochure (20 points)
- Newsletter (20 points)
- Advertisement 1: Ad (20 points)
- Advertisement 2: Flyer (20 points)
- Social Media (20 points)
- PSA (20 points)
- News release (10 points)
- Website (20 points)
- Presentation (30 points)

Attendance (30 maximum points)
Attendance will be taken randomly throughout the semester. Each day is worth 3 points.

Class Activities and Assignments (20 maximum points)
Students will complete in-class assignments and activities as assigned. These activities will vary throughout the semester. Students must be present and on-time to receive credit. No make-up activities will be provided. Activities will include things such as reflections, critiques, in-class work (individual/group), in-class brief presentations, etc. Each activity will have specific instructions and criteria, so please read before completion.

Lab Assignments (30 maximum points)
Students will complete lab assignments in class on Fridays. These activities will vary and all contribute to the development of their Marketing Plan and Press Kit Materials.
### Course Grading Scale

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>50</td>
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<tr>
<td>Final Examination</td>
<td>100</td>
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<tr>
<td>Educational Materials Components</td>
<td>200</td>
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<tr>
<td>Educational Materials Portfolio</td>
<td>50</td>
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<tr>
<td>Class Activities and Assignments</td>
<td>20</td>
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<tr>
<td>Attendance</td>
<td>30</td>
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<tr>
<td>Lab Assignments</td>
<td>30</td>
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<td><strong>TOTAL:</strong></td>
<td><strong>480</strong></td>
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**Grades:**

- 432-480pts. 90-100% A
- 384-431pts. 80-89% B
- 336-383pts. 70-79% C
- 288-335 pts. 60-69% D
- 0-287pts. 0-59% F

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**Syllabus Disclaimer:** The contents of this syllabus are as complete and accurate as possible. The instructor reserves the right to make any changes necessary to the syllabus and course material. The instructor will make every effort to inform you of changes as they occur. It is the responsibility of the student to remain apprised of any changes to the syllabus in order to successfully complete the requirements of the course.
# Spring 2015 Course Outline:

**Abbreviations:** *CHE* - Community Health Education Methods textbook  
[Module]

<table>
<thead>
<tr>
<th>Week/Dates:</th>
<th>Class Topics for Discussion</th>
<th>Assigned Readings</th>
<th>Due Dates</th>
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</thead>
<tbody>
<tr>
<td><strong>Week One</strong> 1/12-1/16</td>
<td>Introduction and Course Overview</td>
<td></td>
<td>- Partner assignments (Friday 1/16)</td>
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<tr>
<td></td>
<td>What is Health Communication? [M1]</td>
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<td>Lab #1 Set-up topics and logos</td>
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<td><strong>Week Two</strong> 1/19-1/23</td>
<td><em>No Class Monday 1/19- MLK Jr. Holiday</em></td>
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<td>Print Materials Basics [M2]</td>
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<td>Creating and Promoting your Organization</td>
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<td></td>
<td>Lab #2: Branding and Strategic Planning, begin Factsheets,</td>
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<td>1/23: Organization name, logo, and topic due</td>
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<td><strong>Week Three</strong> 1/26-1/30</td>
<td>Overview of Social Marketing [M3]</td>
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<td>Steps in the Strategic Marketing Planning Process</td>
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<td>Selecting and Developing Print Materials [M4]</td>
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<td>Lab #3: Fact Sheets</td>
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<td><strong>Week Four</strong> 2/2-2/6</td>
<td>Behavior Change Theories in Health Communication [M5]</td>
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<td></td>
<td>Quiz #1 Developing Materials and Pretesting (Formative Research) [M6]</td>
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<td>2/4 Quiz #1 2/6 Fact Sheet Draft Due</td>
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<td>Lab #4: Brochures</td>
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<td><strong>Week Five</strong> 2/9-2/13</td>
<td>Setting Goals and Objectives, Writing a Mission Statement [M7]</td>
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<td>Promoting Health in Multi-Cultural Society [M8]</td>
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<td>Work on Brochures</td>
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<td><strong>Week Six</strong> 2/16-2/20</td>
<td>Publicity, Radio, &amp; Print [M9]</td>
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<td>2/20: Brochure drafts due</td>
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<td>Lab # 5: Newsletters</td>
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<td><strong>Week Seven</strong> 2/23-2/27</td>
<td>Advertising and Marketing (non-traditional sources) [M10]</td>
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<td>2/25 Quiz #2 2/27: Newsletter drafts due</td>
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<td>Quiz 2</td>
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<td>Lab #6: Advertisements (Ad &amp; Flyer)</td>
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<td>Week</td>
<td>Dates</td>
<td>Course Area [MXX]</td>
<td>Assignment Details</td>
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<td>Lab #7: Social Media Strategy</td>
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<td>Quiz 3</td>
<td>1st half of Press Kit due Friday March 13th</td>
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<td>3/6: Advertisement #1 and #2 drafts due</td>
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<td>3/16-3/20</td>
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<td>Spring Break</td>
<td>No assigned readings</td>
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<td>Lab #8: PSA/Newsrelease</td>
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<td>Week Eleven</td>
<td>3/30-4/3</td>
<td>Establishing Budgets and Finding Funding [M13]</td>
<td>Folio Reading</td>
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<td>Quiz 4, Feedback day</td>
<td>4/3: PSA/Newsrelease draft due</td>
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<td>Lab #9: Websites</td>
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<td>Week Twelve</td>
<td>4/6-4/10</td>
<td>Selecting Presentation Methods [M14]</td>
<td>CHE: Chapters 7 &amp; 8</td>
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<td>Lab #10: Delivering Effective Presentations</td>
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<td>Quiz 5</td>
<td>4/17: Presentation draft due</td>
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<td>Implementation Plan and Sustaining Behavior</td>
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<td>Press Kit Finalizing</td>
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<td>Week Fourteen</td>
<td>4/20-4/24</td>
<td>Final Press Kit Submission: Monday, April 20th</td>
<td>No assigned readings</td>
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<td>Presentations</td>
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<tr>
<td>Week Fifteen</td>
<td>4/27-5/1</td>
<td>Course Wrap-up Final Exam Review</td>
<td>No assigned readings</td>
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<tr>
<td>Finals Week</td>
<td>12/1-12/5</td>
<td>Wednesday May 6th, 10am-12pm</td>
<td>No assigned readings</td>
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