

**Eastern Illinois University**  
**New/Revised Course Proposal Format**  
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

CGS Agenda Item #19-30  
Effective Summer 2019

**Banner/Catalog Information (Coversheet)**

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** HCM 5610
3. **Short title:** Advanced Health Communication
4. **Long title:** Advanced Analysis and Development of Health Communication Campaigns
5. **Hours per week:**  3  Class  0  Lab  3  Credit
6. **Terms:**  Fall  Spring  Summer ☒ On demand
7. **Initial term:**  Fall  Spring ☒ Summer Year:  2019
8. **Catalog course description:** In depth evaluation and production of health communication campaigns based on health behavior theory and health promotion and communication concepts. Emphasis will be placed on critical analysis of communication skills including comparison of message designs, platforms and development of campaign and implementation plan.

**9. Course attributes:**

General education component:  N/A

Cultural diversity  Honors  Writing centered  Writing intensive  Writing active

**10. Instructional delivery**

**Type of Course:**

☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research  
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify:

**Mode(s) of Delivery:**

☒ Face to Face ☒ Online ☐ Study Abroad

☒ Hybrid, specify approximate amount of on-line and face-to-face instruction: 67% online & 33%  
F2F

11. Course(s) to be deleted from the catalog once this course is approved.  None

12. **Equivalent course(s):**  none

a. Are students allowed to take equivalent course(s) for credit?  Yes ☒ No

13. **Prerequisite(s):**  None

a. Can prerequisite be taken concurrently?  Yes  No  N/A

b. Minimum grade required for the prerequisite course(s)?  N/A

c. Use Banner coding to enforce prerequisite course(s)? ☐ Yes ☐ No N/A

d. Who may waive prerequisite(s)? N/A

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☐ Other (specify)

14. Co-requisite(s): ☐ N/A \_\_\_\_\_

**15. Enrollment restrictions**

a. Degrees, colleges, majors, levels, classes which may take the course: ☐ graduate students in HPR, CMN, NDS, HSL, KSR.

b. Degrees, colleges, majors, levels, classes which may not take the course: ☐ all others \_\_\_\_\_

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: ☐ N/A

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions: N/A

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in: \_\_\_\_\_

☐ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: \_\_\_\_\_

**20. Additional costs to students:**

Supplemental Materials or Software ☐ none \_\_\_\_\_

Course Fee ☒ No ☐ Yes, Explain if yes \_\_\_\_\_

**21. Community college transfer:**

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

## Rationale, Justifications, and Assurances (Part I)

1. \_x\_ Course is required for the major(s) of \_MS HPL\_  
     Course is required for the minor(s) of                                   
     Course is required for the certificate program(s) of                                   
\_X\_ Course is used as an elective: Course may be used as an elective in other graduate programs at the discretion of the graduate coordinator for those programs.
2. **Rationale for proposal:** By offering a graduate level health communication campaign development course, students will be able to conduct in-depth analysis of a health issues and audience, as well as a higher level of campaign development and implementation.
3. **Justifications for (answer N/A if not applicable)**  
Similarity to other courses: We offer an undergraduate course in Applied Health Communication (HCM 4910) which introduces many of the concepts and techniques that are more fully developed in HCM 5610. HCM 5610 will allow more in-depth and real-world design, implementation, and evaluation of health campaigns as is suitable for graduate students.  
Prerequisites: N/A  
Co-requisites: N/A  
Enrollment restrictions: graduate students in HPR, CMN, NDS, HSL, KSR are allowed to take the course.  
Writing active, intensive, centered: N/A
4. **General education assurances (answer N/A if not applicable)** N/A  
General education component: N/A  
Curriculum: N/A  
Instruction: N/A  
Assessment: N/A
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**  
Online or hybrid delivery justification: This course is primarily designed for an online-only graduate program. The mode of delivery allows the instruction to be specifically tailored to this group of students in the online format. Having the additional option to offer the course in a hybrid or F2F format will allow us to adapt to the emerging access needs of our graduate student population, including international graduate students who are in residence.  
Instruction: All materials (PowerPoint and recorded lectures, library materials, professional organization information, etc.) will be provided through the Learning Management System (LMS), such as D2L.

Integrity: Any assessment activities will be conducted using the available security protocols of the LMS (e.g. LockDown Browser in D2L). Each student will choose a unique topic for the campaign, and will produce images and messages specifically tailored to the client and audience. Assignments will be submitted to the secure dropboxes in the LMS which included originality checks.

Interaction: Instructor-student and student-student interaction will be facilitated mainly through discussion boards within the LMS. Further communication will be available via email, and other messaging or conferencing capabilities available within the LMS and the university. Online office hours will be held at specific times. As new conferencing platforms become available, they will be utilized as determined to be appropriate and provide a high quality interaction.

### **Model Syllabus (Part II)**

Please include the following information:

1. Course number and title: HCM 5610
2. Catalog description: In depth evaluation and production of health communication campaigns based on health behavior theory and health promotion and communication concepts. Emphasis will be placed on critical analysis of communication skills including comparison of message designs, platforms and development of campaign and implementation plan.
3. Learning objectives:

Student Learning Outcomes	EIU Graduate Learning Outcomes
<ul style="list-style-type: none"> <li>Students will assess potential health risk issues and at risk populations</li> </ul>	Depth of content knowledge Critical thinking & problem solving
<ul style="list-style-type: none"> <li>Students will select an appropriate health behavior theory based on an articulated assessment of the problem description and target audience, and utilize the theory as the basis for campaign development.</li> </ul>	Depth of content knowledge Critical thinking & problem solving
<ul style="list-style-type: none"> <li>Students will develop a complete health communication campaign based on a selected health behavior theory and targeting a health issue and population by developing a problem description, target audience analysis, campaign messages and implementation strategy.</li> </ul>	Depth of content knowledge Critical thinking & problem solving Effective oral & written communication skills Advanced Scholarship
<ul style="list-style-type: none"> <li>Students will develop a cumulative summary paper and presentation of the health communication campaign.</li> </ul>	Depth of content knowledge Critical thinking & problem solving Effective oral & written communication skills Advanced Scholarship

4. Course materials: There is no textbook for this course. All materials (PowerPoint and recorded lectures, library databases, professional organization information, etc.) will be provided through LMS.
5. Weekly outline of content for an 8 week format.

WEEK	TOPIC	ASSIGNMENT
1	Introductions Problem descriptions Behavior Theory Methods	Intro discussion Readiness quiz/Refresher modules Discussion – problem description and behavior theories
2	Communication concepts	Discussion – social marketing, social media Discussion - Modes, styles, messages, designs, images, infographics
3	Audience Analysis – demographics, statistics, trends, at risk populations, most likely to change Effective campaign development	Discussion – understanding your audience (worried well, collaboration) Discussion – health literacy/cultural competence
4	Campaign planning: choosing a client, location, audience, and topic	Discussion - sharing campaign ideas, clarifying and finalizing choices Draft of problem description and audience analysis due.
5	Campaign development and implementation strategies: client, gatekeepers, stakeholders, possible funding	Discussion – “The pitch and the plan” Secure approval to create and conduct campaign.
6	Campaign development/Message creation	Discussion – posting and critiquing messages Campaign proposals due.
7	Campaign development/Message creation	Continuing work on campaign messaging and implementation plan.
8	Putting the plan together for presentation, ready to implement or modify for client.	End of course. Final implementation plans with samples of messages and summary paper due.

6. Assignments and evaluation, including weights for final course grade.

Activity	Points	Student Learning Outcomes	Graduate Learning Goals
Problem Description/Audience Analysis draft	75 (8.3%)	<ul style="list-style-type: none"> <li>Students will assess potential health risk issues and at risk populations</li> </ul>	Depth of content knowledge Critical thinking & problem solving
Behavior Methods Audience Analysis	75 (8.3%)	<ul style="list-style-type: none"> <li>Students will assess potential health risk issues and at risk populations</li> <li>Students will select an appropriate health behavior theory based on an articulated assessment of the problem description and target audience, and utilize the theory as the basis for campaign development.</li> </ul>	Depth of content knowledge Critical thinking & problem solving

Discussions	250 (27.7%)	<ul style="list-style-type: none"> <li>• Students will assess potential health risk issues and at risk populations</li> <li>• Students will select an appropriate health behavior theory based on an articulated assessment of the problem description and target audience, and utilize the theory as the basis for campaign development.</li> <li>• Students will develop a complete health communication campaign based on a selected health behavior theory and targeting a health issue and population by developing a problem description, target audience analysis, campaign messages and implementation strategy</li> </ul>	Depth of content knowledge Critical thinking & problem solving Effective oral & written communication skills Advanced Scholarship
Campaign development, Implementation Strategy	400 (44.4%)	<ul style="list-style-type: none"> <li>• Students will assess potential health risk issues and at risk populations</li> <li>• Students will select an appropriate health behavior theory based on an articulated assessment of the problem description and target audience, and utilize the theory as the basis for campaign development.</li> <li>• Students will develop a complete health communication campaign based on a selected health behavior theory and targeting a health issue and population by developing a problem description, target audience analysis, campaign messages and implementation strategy</li> </ul>	Depth of content knowledge Critical thinking & problem solving Effective oral & written communication skills Advanced Scholarship
Final Summary Paper	100 (11.1%)	<ul style="list-style-type: none"> <li>• Students will assess potential health risk issues and at risk populations</li> <li>• Students will select an appropriate health behavior theory based on an articulated assessment of the problem description and target audience, and utilize the theory as the basis for campaign development.</li> <li>• Students will develop a complete health communication campaign based on a selected health behavior theory and targeting a health issue and population by developing a problem description, target audience analysis, campaign messages and implementation strategy</li> <li>• Students will develop a cumulative summary paper and presentation of the health communication campaign.</li> </ul>	Depth of content knowledge Critical thinking & problem solving Effective oral & written communication skills Advanced Scholarship
<b>Total Points</b>	<b>900</b>		

7. Grading scale: Standard A,B,C,D,F grading scale will be used.

- a. 90% and above = A
- b. 80% - 89.9% = B
- c. 70% - 79.9% = C
- d. 60% - 69.9% = D
- e. 59.9% or less = F

8. Correlation of learning objectives to assignments and evaluation: see table under #6

**Date approved by the Department of Health Promotion: 1.15.2019**

**Date approved by the CHHS Curriculum Committee: 1.28.2019**

**Date approved by the Department of Communication Studies: 2.19.19**

**Date approved by the CLAS Curriculum Committee: 2.27.19**

**Date approved by the Honors Council (*if this is an honors course*):**

**Date approved by CAA: CGS:**