

Eastern Illinois University
New/Revised Course Proposal Format

Banner/Catalog Information (Coversheet)

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** NTR 4754
3. **Short title:** Social Marketing for Nutrition
4. **Long title:** Social Marketing for Nutrition Education Professionals
5. **Hours per week:** ☒ 1 Class ☒ 0 Lab ☒ 1 Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☐ Fall ☐ Spring ☒ Summer Year: 2021
8. **Catalog course description:** Students are provided with a foundation of social marketing and media strategy as applied to nutrition education and research.
9. **Course attributes:** N/A

General education component: _____

☐ 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. 60% online and 40% face-to-face

11. Course(s) to be deleted from the catalog once this course is approved. N/A

12. Equivalent course(s): N/A

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

13. Prerequisite(s): NTR 2100 or NTR 2190

a. Can prerequisite be taken concurrently? ☐ Yes ☒ No

b. Minimum grade required for the prerequisite course(s)? C

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

d. Who may waive prerequisite(s)?

☐ No one ☐ Chair ☒ Instructor ☐ Advisor ☐ Other: DPD Coordinator

14. Co-requisite(s): None

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: All

b. Degrees, colleges, majors, levels, classes which may not take the course: None

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: N/A

Course Fee ☒ No ☐ Yes, Explain if yes

21. Community college transfer: N/A

☐ 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. ☐ Course is required for the major(s) of
☐ Course is required for the minor(s) of
☐ Course is required for the certificate program(s)
☒ Course is used as an elective

2. Rationale for proposal:

This course is designed to provide students with a foundational understanding of methods and applications of social marketing and media in nutrition education. The diverse uses of social media in the current health and nutrition field will be examined and this will help to develop a framework for students to apply for future social media usage in professional endeavors. Attention will be paid to the critical analysis of the appropriateness, potential target populations, communication and health behavior strategies, the risks and benefits, and the overall intended outcomes and reach of social media communication.

3. Justifications for (answer N/A if not applicable)

Similarity to other courses: N/A

Prerequisites: NTR 2100 or NTR 2190 for a foundational knowledge of nutrition in order to apply that knowledge into a nutrition program.

Co-requisites: N/A

Enrollment restrictions: N/A

Writing active, intensive, centered: Writing active in order to assist students in developing and mastering appropriate nutrition content for social media.

4. General education assurances (answer N/A if not applicable)

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 will be offered online, with the flexibility of being offered in person or with the hybrid format. Other classes in the program have been offered in the online format successfully, and the faculty will have the appropriate experience and training to deliver quality courses in either modality.

Instruction: Lectures from the face-to-face courses may be recorded and posted online for students to view. Other online components (e.g., tutorials, videos, discussions) will be included. All faculty who deliver this course online are/will be OCDi (or appropriate equivalent) trained.

Integrity: The integrity of the course will not be compromised by offering an online mode of delivery. The online version of the course will utilize the same PowerPoint lectures (with slides regularly complemented by audio/video aids) and exams will include the same content and allotted time (e.g., Respondus Lockdown browser can be enabled). Academic integrity of written work will be preserved and monitored for originality and authenticity with the most current technology available.

Interaction: At the discretion of the faculty, provisions and requirements would vary but generally will utilize Email, chat rooms, discussion boards, assignment drop boxes, telephone, and on-line office hours. Students will participate in online discussion boards through their own posts in response to their peer students and to the instructor. In addition to responding to students' posts, the instructor will monitor discussion board posts to ensure that a respectful, professional, and academic tone is maintained.

Model Syllabus (Part II)

Please include the following information:

1. Course number and title: NTR 4754 Social Marketing for Nutrition Education Professionals
2. Catalog description: Students are provided with a foundation of social marketing and media strategy as applied to nutrition education and research.
3. Learning objectives:
 - a. Evaluate current social media/marketing campaigns assess challenges and implications for businesses and organizations. (CT5, A-B)
 - b. Apply social marketing/media strategies and theories. (CT4, WR1, A, E)
 - c. Choose and justify the key components of a successful social media strategy. (CT4, WR 4, B-C)
 - d. Develop a social media plan for an organization. (CT6, QR5, RC1, D, E) *Graduate Students only*
 - e. Demonstrate proficiency in professional technical communication skills (WR3, SL5, B-C)

Graduate Learning Goals

Depth of content knowledge (A)
Effective critical thinking and problem solving (B)
Effective oral and written communication (C)
Advanced scholarship through research or creative activity (D)
Ethical and professional responsibility (E)

4. Course materials: Lee, N.R. and Kotler, P. (2019). *Social Marketing Behavior Change for Social Good*. 6th edition. SAGE Publications, Inc.
5. Weekly outline of content. Given that this is a one-credit hour course that will be taught in a four-week module during the summer, the outline is presented by hours and not weeks.

Weeks	Topic
1-2	Introduction to Developing a Social Media Strategy – Social media listening and monitoring
3-4	Building Content Strategy and Extending Reach
5-7	Social Media Advertising and Practical Uses of Social Media in Nutrition Education
8-9	Measuring ROI and Sustaining Success
10-13	Developing Social Media Campaigns
14-16	Oral Presentations and Discussion

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

Course Assignment	% of points
Oral Presentation	20%
Written Activities – Reflection/Discussion Forums	30%
HubSpot Social Media Certification	10%
Comprehensive Course Reflection paper (Undergraduate Students only)	40%

Course Assignment	% of points
Oral Presentation	20%
Written Activities – Reflection/Discussion Forums	30%
HubSpot Social Media Certification	10%
Social Media Campaign Proposal (Graduate Students only)	40%

7. Grading scale.

A = 90-100% B = 80-89% C = 70-79% D = 60-69% Below 60% = F

8. Correlation of learning objectives to assignments and evaluation.

Course Objectives	Oral Present 20%	Written Activities 30%	Hub Spot 10%	Comp Paper 40% (u/g)
Evaluate current social media/marketing campaigns assess challenges and implications for businesses and organizations. (CT5, A-B)		X		
Apply social marketing/media strategies and theories. (CT4, WR1, A, E)	X	X	X	X
Choose and justify the key components of a successful social media strategy. (CT4, WR 4, B-C)		X		X
Develop a social media plan for an organization. (CT6, QR5, RC1, D, E) Graduate students only		X		X
Demonstrate proficiency in professional technical communication skills. (WR3, SL5, B-C)	X	X	X	X

Course Objectives	Oral Present 20%	Written Activities 30%	Hub Spot 10%	Social Media Proposal (Grad) 40%
Evaluate current social media/marketing campaigns assess challenges and implications for businesses and organizations. (CT5, A-B)		X		
Apply social marketing/media strategies and theories. (CT4, WR1, A, E)	X	X	X	X
Choose and justify the key components of a successful social media strategy. (CT4, WR 4, B-C)		X		X
Develop a social media plan for an organization. (CT6, QR5, RC1, D, E) Graduate students only		X		X
Demonstrate proficiency in professional technical communication skills. (WR3, SL5, B-C)	X	X	X	X

Date approved by the NTR Curriculum Committee:
Date approved by the CHHS Curriculum Committee:
Date approved by CAA:
Date approved by CGS:

December 4, 2020
February 4, 2021
February 18, 2021
