COMM 553-700 (44401): Health Communication Campaigns
Fall 2019 Syllabus

Instructor: Laura E. Brown, Ph.D.

Email: laura.brown@wku.edu

Course Info: Online course (Blackboard), office hours held electronically and by request (Skype, zoom, or phone).

Course Text (required):

Rice, R. E., & Atkin, C. K. (2013). *Public Communication Campaigns.* (4th ed.). Thousand

Oaks, CA: SAGE.

Additional readings (e.g., articles) will be available on the course Blackboard page.

Course description: This graduate level course is designed to provide you with an overview of the use of health communication campaigns to promote wellness and reduce risk in a variety of populations, with an emphasis on the critical role of communication theory and practice. You will develop an awareness of how campaigns are designed, implemented, and evaluated. Topics will include, but are not limited to: the history of campaigns, theoretical foundations of campaigns, evidence-based campaign design, campaign effectiveness, risk perceptions, health literacy, technology and campaigns, the role of policy, community partnerships, and campaigns as educational entertainment. You will engage with these topics through a variety of assignments, and you will propose and develop an original health communication campaign.

Learning objectives: Successful completion of the course will result in your ability to:

- Explain the history and theoretical foundations of health communication campaigns.
- Summarize and critique scholarship about health communication campaigns.
- Analyze and debate relevant topics in a written discussion format.
- Evaluate existing health communication campaigns.
- Propose an original, evidence-based health communication campaign.
- Design presentation materials in support of an original campaign.

Assignments: Successful completion of assignments will contribute to the achievement of the learning objectives for the course. See Blackboard for detailed assignment instructions and due dates.

Reading summary and critique (4 @ 25 points): Each reading summary and critique (RSC) should be 1.5-2 single-spaced pages. You will summarize key points from the assigned weekly readings, offer your reflections on the reading, pose questions for further reflection, and critique your own writing.

Discussion board (5 @ 25 points): Discussion board participation requires crafting and posting well-informed, thoughtful contributions, and responding carefully and meaningfully to the discussion board posts of your colleagues.

Module mini-assignment (3 @ 25 points): Mini-assignments will give you an opportunity to creatively engage with the weekly readings. They will require you, for example, to brainstorm campaign design elements, consider possibilities for local community partnerships, and consider how to embed a health issue storyline into your favorite television show.

Campaign evaluation report (50 points): The campaign evaluation report provides you with an opportunity to apply what you learned from our readings and learning modules to a particular health campaign.

Original campaign slides (50 points): Slides are the supplemental material that you will develop to accompany your proposal of an original health campaign. By using Microsoft PowerPoint or a similar program, creating slides will give you an opportunity to hone your presentation preparation skills.

Original campaign paper (100 points): This is your final assignment in the course. In the paper, you will propose an original health communication campaign (including the theoretical foundation of the campaign, design strategy, implementation strategy, evaluation strategy, and potential outcomes).

Evaluation:

Assignments	Point Value
RSC (4 @ 25 each)	100
Discussion board (5 @ 25 each)	125
Module mini-assignments (3 @ 25 each)	75
Campaign evaluation report	50
Original campaign slides	50
Original campaign paper	100
TOTAL	500 POINTS

Grading scale:

450-500 points	A	90-100%
400-449.5	B	80-89.9%
350-399.5	C	70-79.9%
300-349.5	D	60-69.9%
0-299.5	F	0-59.5%

Course policies:

Course communication: Course information and grades will be posted to the Blackboard course website. Please check Blackboard and your WKU email regularly for updates, course material, and grade postings. The best way to reach me is via email. If you send me an email, *I will respond to you within 48 hours, barring holidays or weekends*. Remember that your classmates are also excellent resources for you.

Online classroom climate: Throughout the semester, we will work together to create a classroom climate conducive for active participation and group learning. This includes paying attention to others by frequently logging onto the discussion board, showing respect, expressing opinions and thoughts in ways that are tactful, and avoiding the use of denigrating or potentially offensive language.

Submitting assignments: It is your responsibility to make sure I receive your assignments. You should keep a backup copy of all of your typed assignments. All work should be Times New Roman, 12 pt. font, 1 in. margins. All written assignments must conform to APA style. If you are not familiar with APA style, you can visit the Purdue Online Writing Lab (OWL) for guidance or solicit the assistance of library and/or learning center professionals.

Late assignments: All assignments must be turned in on time. Late assignments will be given a penalty of one letter grade per day, beginning 1 minute following the due date/time. If an assignment is more than two days late, it will not be accepted. If you know you are going to be absent, you need to turn in the assignment early to avoid the late penalty. **You CANNOT make up missed discussion board posts.**

Discussion of graded assignments: Success in this course requires thoughtful self-evaluation of your performance. A student wishing to contest a grade must present their instructor with a well-considered petition regarding the evaluation **within one week** of having received the evaluation of the assignment in question, **but not before 24 hours have passed**. The petition must be related to the assignment as presented, and based on how it compares with the criteria for the assignment (not how it compares with someone else's work or how it will affect a student's GPA). Once the student has submitted their petition to the instructor, the instructor **will respond in writing within seven days**. Student and instructor may then decide to virtually meet to discuss ways to improve future assignments.

Grade calculations: Grades are determined on a straight percentage scale based on the number of points earned out of a maximum of 500 points. There will be **no further rounding or curving of grades.**

Technology: Since this is an online course, your computer should meet the recommended technology guidelines. Please refer to the Technology Requirements page to determine if your computer and internet speed meet the requirements. You can also find this information in the Student Resources item in the Blackboard course menu.

If you are not familiar with Blackboard, please enroll and complete the Blackboard Student User Training Course. The IT Training page is where you will find the course and be able to enroll in it. You will have immediate access to the course upon enrollment. It is self-paced and should take no more than 90 minutes to complete. Pay particular attention to "How to Submit Assignments." You will be expected to use Microsoft Word and PowerPoint for course assignments. If you do not already have Microsoft Word and PowerPoint, you should be aware that all WKU faculty, staff, and students are given free access to Office 365, which includes all Microsoft Office programs. Go to the IT Microsoft 365 page for information and instructions to obtain access.
If you are not familiar with the functions of Microsoft Word or PowerPoint, such as formatting, copying, and pasting, this Microsoft Office support page contains free tutorials for whatever version of Word and PowerPoint you are using.

Academic integrity: You are responsible for producing original work in this class. Any case of plagiarism or academic dishonesty will result in the automatic failure of the assignment or the course. Please see the WKU Student Handbook for additional information. Academic dishonesty includes, but is not limited to:

1. **Cheating**. Intentionally obtaining or attempting to use unauthorized materials or information (notes, texts or study aids) or unauthorized help from another person in any work submitted for evaluation toward academic credit including exams, quizzes, exercises or other assignments.

2. **Plagiarism**. Representing someone else's work as your own or providing materials for such a representation. To avoid plagiarism, students must acknowledge the source whenever:
a. quoting another person's actual words; b. using another person's idea, opinion or theory;
c. borrowing facts, statistics or other illustrative material – unless the information is common knowledge.

3. **Bribes, favors, threats**. 1) Threatening, bribing, or attempting to bribe any person with the intention of affecting an evaluation of academic performance; 2) conspiring to bribe or threatening a person with the intention of affecting an evaluation of academic performance.

4. **Grade tampering**. Tampering or attempting to tamper with grades.

5. **Recycling**. Re-using or duplicating work you did for another course. If you have any questions regarding academic integrity, please ask me.

Academic assistance on campus: Should you require academic assistance with your
WKU courses, The Learning Center (located in the Downing Student Union, 2141) provides free

supplemental education programs for all currently enrolled WKU students. The Learning Center
at Downing Student Union offers certified, one-on-one tutoring in over 200 subjects and eight
academic skill areas by appointment or walk in. Online tutoring is offered to distance learners.
TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and a
computer lab to complete academic coursework. Please call TLC in the Downing Student Union
at (270) 745- 5065 for more information or to schedule a tutoring appointment. The Learning
Center at www.wku.edu/tlc

Accessibility: If you are registered with the Student Accessibility Resource Center in the
Downing Student Union (Room 1074), please notify me so that I may make accommodations as
needed.

Title IX: If you have experienced interpersonal violence, you can speak confidentially with the
Counseling and Testing Center (270-745-3159) or Hope Harbor (270-782-5014). Please know
that I am not a confidential resource (as defined by WKU policy), and I am therefore obligated to
share information with the Office of Student Conduct. For more information about WKU's
policies and resources about reporting options, please visit:
https://www.wku.edu/eoo/documents/titleix/titleixmandatoryreportingguidelines.pdf
https://www.wku.edu/eoo/documents/titleix/wkutitleixresources.pdf
https://www.wku.edu/studentconduct/

Please note that this syllabus is subject to change.

COMM 553-700 (44401): Health Communication Campaigns
Fall 2019 Course Schedule

Changes to the course schedule may be made at my discretion and if circumstances require. It is your responsibility to note these changes when announced. Readings, detailed assignment descriptions, and related course materials are posted on the Blackboard page.

Week of & Module	Topic	Assignment & Due Date
Monday, 8/26; Module 1	The basics	Discussion board post + responses due 9/1 by 11:59pm
Monday, 9/2; Module 2	Overview and history	RSC due 9/8 by 11:59pm
Monday, 9/9; Module 3	Theory foundations, Part 1	Discussion board post + responses due 9/15 by 11:59pm
Monday, 9/16; Module 4	Theory foundations, Part 2	RSC due 9/22 by 11:59pm
Monday, 9/23; Module 5	Campaign design	Mini-assignment due 9/29 by 11:59pm
Monday, 9/30; Module 6	Applying theory	Discussion board post + responses due 10/6 by 11:59pm
Monday, 10/7; Module 7	Campaign effectiveness	None (Fall break)
Monday, 10/14; Module 8	Campaign evaluation, Part 1	RSC due 10/20 by 11:59pm
Monday, 10/21; Module 9	Campaign evaluation, Part 2	Discussion board post + responses due 10/27 by 11:59pm Campaign evaluation report due 10/27 by 11:59pm
Monday, 10/28; Module 10	Meaningful partnerships	Mini-assignment due 11/3 by 11:59pm
Monday, 11/4; Module 11	Campaigns and tech, Part 1	RSC due 11/10 by 11:59pm
Monday, 11/11; Module 12	Campaigns and tech, Part 2	Discussion board post + responses due 11/17 by 11:59pm
Monday, 11/18; Module 13	Campaigns as entertainment	Mini-assignment due 11/24 by 11:59pm
Monday, 11/25; Module 14	Work on campaign slides/Thanksgiving	Original campaign slides due 12/8 by 11:59pm
Monday, 12/2; Module 15	Work on original campaign paper	Original campaign paper due 12/13 by 11:59pm