

COMM 3580_001: Strategic Health Communication

University of Utah, SPRING 2019
Department of Communication
LNCO 2120; M/W 11:50 a.m.-1:10 p.m.

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Description

Strategic health communicators draw from the tools of marketing, public relations, and advertising to encourage the adoption of healthy behaviors in targeted publics. This course provides students with an advanced overview of the steps involved in this process, as well as analytical considerations of specific health-communication issues that present ethical quandaries. Students will develop the skills to create and oversee their own unique social marketing campaigns and thereby encourage behaviors that promote public and individual wellness.

Objectives

By the end of this class, students will be able to:

- Draw from strategic planning processes and techniques to effectively “sell” specific healthy attitudes, beliefs, and behaviors to members of targeted populations.
- Weigh diverse ethical standards related to the identification and promotion of particular “healthy” behaviors.
- Effectively employ marketresearch.com and other relevant health and strategic communication-related research databases.
- Plan, propose, and oversee a unique, large-scale social marketing campaign.

Assignments

Assignment

Percentage of Final Grade

Exam 1

20%

Exam 1 covers all lectures, discussions, and readings from **Jan. 7 to Feb. 13.**

Exam 2

20%

Exam 2 covers all lectures, discussions, and readings from **Feb. 20 to March 25.**

Exam 3

20%

Exam 3 covers all lectures, discussions, and readings from **March 27 to April 22.**

Campaign Proposal

20%

Students will propose and map out a unique social marketing campaign using the lessons garnered throughout the semester, drawing heavily from the directions provided in Appendix A of the textbook. The final proposal should be uploaded to **Canvas by 11:50 a.m. on Monday, April 29.**

Participation

20%

Participation credit comes from demonstrating (via discussion, answering and posing questions, engaging in group activities) that you have read the material and are prepared to discuss and critique it in **EVERY** class meeting. In-class and homework assignments will also contribute to the participation grade. Participation credit cannot be “made up” except in cases of an extreme, unavoidable emergency (see below), school-sponsored activity, or religious holiday.

Course Policies

Attendance: Students are expected to be in class for all class meetings, but attendance is only formally recorded on test days. If a student misses a lecture, s/he is responsible for making up the missed material (though missed participation points can be made up only in cases of an extreme unavoidable emergency, school-sponsored activity, or religious holiday). Lecture material is not repeated and lecture notes are not available from the professor. Do not email the professor to ask if you missed something. It is the responsibility of the absent student to learn, from their classmates, what has transpired in lecture.

Attendance on Test Days: By enrolling for this class, you have made a commitment to taking the tests on the days and times that they are set to be administered (**February 13, March 25, and April 22**).* Permission will not be given to take any of the exams (even the final exam) early. Please plan accordingly by dropping this class (and planning to take it in a future semester) if you will not be able to be in class on those days.

*In the event of an **EXTREME, unavoidable emergency** that overlaps with a test date, it may be possible to reschedule a test if you turn in an adequate packet of proof and justification to me by the class period before the original test date (or the class period after if the emergency occurred on the day of the test). A proof and justification packet will include:

- (1) adequate written proof of your situation,
- (2) evidence that you contacted me immediately when your situation arose, and
- (3) a two to three page paper making a convincing argument about why you should be allowed to take the test at a different time. This paper should be well-written and persuasively attest that you missed the test through no fault of your own because you were faced with an unavoidable emergency that overlapped with a test date.

In the event of a school-sponsored activity or religious holiday that overlaps with a test date, students may have an alternative testing date if they contact the professor as early in the semester as possible about the conflict (at least two weeks prior to the test).

Turning the Final Assignment in on Time: You are expected to turn in your final assignment on or before **April 29** at the beginning of class time (11:50 a.m.). For every day that this assignment is late, your score will go down by one full letter grade (e.g., A to B, C to D).

Disability Accommodation Policy: Any student who, because of a disability, may require some special arrangements in order to meet course requirements should contact the professor during the first week of class so that the necessary accommodations can be made. University's ADA policy: <http://disability.utah.edu/>

Content Accommodation Policy: No content accommodations will be available for this class. Please review the syllabus, readings, assignments, and materials to be sure that this is a course you wish to take.

Plagiarism: Any student who deliberately or unintentionally plagiarizes will immediately receive a failing grade on the final assignment. Plagiarism is:

- Turning in someone else's work with or without that person's knowledge.
- Copying a paper from a source text without proper acknowledgment.
- Copying materials from a source text, supplying proper documentation, but leaving out quotation marks.
- Paraphrasing materials from a source text without appropriate documentation.
- Submitting the same work in more than one course without prior permission from both faculty members.

Save a copy of all your cited work; if there are questions or concerns about the authenticity of your work, you must have these readily available. See the following link for the University of Utah's regulations regarding plagiarism:

<http://www.regulations.utah.edu/academics/6-400.html>

Course Materials

Lee, N. R., & Kotler, P. (2011). *Social marketing: Influencing behaviors for good* (4th ed.). Thousand Oaks, CA: Sage.

Course articles and book chapters are available via the course Canvas page. Go to "files" and click on the "course readings" folder. Under "files" you will also find an updated copy of the syllabus and power points from past lectures. Please check the Canvas page regularly for course updates.

Course Grading

COMM 3580 modifies the typical plus/minus system in two key ways: (1) there is no A+ or A- because the university does not recognize an A+ as uniquely different from an A

(thus making the A- problematic), and (2) the plus/minus system is designed to conform to the full letter grade system with the following cut-offs: A (90-100), B (80-89), C (70-79), D (60-69), and F (59 and below). The plus/minus system implemented in this course has the same basic endpoints (i.e., B grades range from 80 to 89, C grades range from 70 to 79), but it adds a traditional 3-4-3 plus/minus hierarchical scheme. For example, a B- is the first 3 percentage points (80, 81, 82), a B is the middle 4 percentage points (83, 84, 85, 86), and a B+ is the final 3 percentage points (87, 88, 89) (i.e., a 3-4-3 scheme).

Grade Calculation: One's course grade will be determined by the (weighted) average of the grades on the course assignments. Each assignment will receive a percentage (and a letter grade to help students interpret their score), with numerical equivalents as follows:

<u>Test Grade</u>	<u>Letter Grade</u>
90% and up	A
87% and up	B+
83% and up	B
80% and up	B-
77% and up	C+
73% and up	C
70% and up	C-
67% and up	D+
63% and up	D
60% and up	D-
59% and below	F*

*Students who score lower than a 55% on a test will be assigned a grade of 55% (so that one low grade cannot jeopardize their chances of passing). However, students who cheat, fail to show up for the test, or otherwise exhibit poor behavior will receive a zero (00%).

For example, a student who received an 83% (B) on the first test, a 68% (D+) on the second test, a 94% (A) on the third test, a 77% (C+) on the campaign proposal, and a 80% (B-) on participation would have a course average of 80.4% (B-).

$$(\text{test 1 \%} \times \text{test 1 weight}) + (\text{test 2 \%} \times \text{test 2 weight}) + (\text{test 3 \%} \times \text{test 3 weight}) \\ + (\text{final paper \%} \times \text{final paper weight}) + (\text{participation \%} \times \text{participation weight})$$

$$(83 \times .20) + (68 \times .20) + (94 \times .20) + (77 \times .20) + (80 \times .20) = 80.4\%$$

$$(16.6) + (13.6) + (18.8) + (15.4) + (16) = 80.4\%$$

To convert the course average into a course grade, apply the final percentage to the above scale. In this case, our hypothetical student would have a B- (80.4% is above 80% and below 83%).

Course Schedule

WEEK 1

January 7 (Monday)

Course Introduction

*For next time: Re-read the syllabus and read *Social Marketing* (SM) Chapter 1.

January 9 (Wednesday)

Lecture A: Defining Social Marketing

Social Marketing (SM), Chapter 1

WEEK 2

January 14 (Monday)

Lecture B: Historical Strat. Comm.

Hansen, B. (1997). The image and advocacy of public health in American caricature and cartoons from 1860 to 1900. *American Journal of Public Health*, 87, 1798-1807.

January 16 (Wednesday)

Lecture C: Historical Strat. Comm.

Bloom, S. G. (1996). Health legacies from Franklin Roosevelt to Robert Dole, or how medical and health care issues took over the nation's news. *Journal of Health Communication*, 1(1), 83-97.

WEEK 3

January 21 (Monday)—MLK DAY

No Class—MLK Jr Day

January 23 (Wednesday)

Lecture D: Planning

SM, Chapter 2

WEEK 4

January 28 (Monday)

No Class

January 30 (Wednesday)

Library Meeting on Resources for Research

Meet in the Marriott Library Room 1009 (near the stairs/elevators on the first floor) for a presentation by librarians Dale Larsen and Lorelei Rutledge.

WEEK 5

February 4 (Monday)

Lecture E: Successful Practices

SM, Chapter 3

February 6 (Wednesday)

Lecture F: Research Needs and Purpose

SM, Chapters 4 and 5

WEEK 6

February 11 (Monday)

Lecture G: Segmenting

SM, Chapter 6

February 13 (Wednesday)

EXAM ONE

WEEK 7

February 18 (Monday)

No Class: President's Day

February 20 (Wednesday)

Lecture H: Objectives and Goals

SM, Chapter 7

WEEK 8

February 25 (Monday)

Lecture I: Strategic Comm. and Ethics

Jordan, J. W. (2004). The rhetorical limits of the 'plastic body.' *Quarterly Journal of Speech*, 90(3), 327-358.

February 27 (Wednesday)

Lecture J: Strategic Comm. and Ethics

Hyde, M. J., & McSpiritt, S. (2007). Coming to terms with perfection: The case of Terri Schiavo. *Quarterly Journal of Speech*, 93(2), 150-178.

WEEK 9

March 4 (Monday)

Lecture K: Barriers and Competition

SM, Chapter 8

March 6 (Wednesday)

Lecture L: Controversial Health Outcomes

Jensen, R. E. (2005). The eating-disordered lifestyle: Imagetexts and the performance of similitude. *Argumentation and Advocacy*, 42(1), 1-18.

WEEK 10

March 11-13

Spring Break

WEEK 11

March 18 (Monday)

Lecture M: Positioning and Product

SM, Chapters 9 and 10

March 20 (Wednesday)

Lecture N: Incentives and Disincentives

SM, Chapter 11

WEEK 12

March 25 (Monday)

EXAM TWO

March 27 (Wednesday)

Lecture O: Access

SM, Chapter 12

WEEK 13

April 1 (Monday)

Lecture P: Promotion I

SM, Chapter 13

April 3 (Wednesday)

Lecture Q—Promotion II

SM, Chapter 14

WEEK 14

April 8 (Monday)
SM, Chapter 15

Lecture R—Monitoring and Evaluation

April 10 (Wednesday)

Lecture S—For Health or Profit?

Scott, J. B. (2003). Rhetoric and the cultural practices of home collection testing. In *Risky rhetoric: AIDS and the cultural practices of HIV testing* (pp. 196-228). Carbondale: Southern Illinois University Press.

WEEK 15

April 15 (Monday)

Lecture T—Inspiring Action

Dow, B. J. (1994). AIDS, perspective by incongruity, and gay identity in Larry Kramer's "1,112 and counting." *Communication Studies*, 45, 225-240.

April 17 (Wednesday)
SM, Chapters 16 and 17

Lecture U—Budgets and Implementation

WEEK 16

April 22 (Monday)

EXAM THREE* Last Day of Class

Final Paper Due:

April 29 (Monday)

Campaign Proposal Due to Canvas

Upload by the beginning of class-time: 11:50 a.m.