

Syllabus for HWM385

Marketing and Communications for Wellness Managers

NOTE: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

Students will develop basic marketing and promotional skills grounded in the disciplines of social marketing, health communication, and business marketing that address consumer health “needs” and customer “wants.” Students will be able to assess market opportunities in wellness services, programs, and facilities, and create marketing strategies and tactics. Emphases will be placed on best practices for behavior change, increased cost savings for employers, improved customer/employee participation, and/or revenues for wellness programs, services and facilities.

Prerequisite(s)

HWM 325 Health Literacy

Course Outcomes

Upon completing this course, you will be able to do the following:

- Describe how marketing is a critical part of a business model.
- Identify marketing concepts, approaches, and strategies.
- Develop a comprehensive marketing and communication plan.
- Justify marketing decisions.
- Demonstrate basic verbal and written communication skills.

Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade:

Assignments and Projects:

Activity	Possible Points
Virtual Introduction	10 points
Lesson discussions	6 x 15 points = 90 points
Lesson 1 activities	40 points
Lesson 2 activities	30 points
Lesson 3 activities	20 points
Lesson 4 activities	20 points

Lesson 5 activities	40 points
Lesson 6 activities	20 points
Final Project	200 Points
Total	470 points

** If you turn in assignments or participate in discussion late during the week, points will be deducted.

Grading Rubrics:

Every activity has its own grading rubric, which you can find on the Overview and Rubric page of each lesson. The final project has its own rubric as well. It's important to review the rubric at the beginning of each lesson to understand what you'll be doing and how your work will be measured. Think of the rubric as a guide to how to do your best work in each lesson.

The instructor will start grading the assignments only after the due date in order to get a complete picture of all the students' learning. Late assignment policy and do over week policy are listed on the course site.

Grading Scale:

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F At or below 59%