

# Syllabus for HWM 715 Persuasion Skills for Wellness Managers

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

## Course Description

In this course, students will develop the communication and persuasion skills essential to wellness managers using a variety of media and techniques. Students will also apply key marketing concepts to mount effective marketing campaigns for their organization.

## Prerequisite

None

## Course Learning Outcomes

At the end of the course, students should be able to:

1. Demonstrate an understanding of various communication theories related to persuasion.
2. Demonstrate ability to apply communication theories to the design of persuasive messages.
3. Analyze and critically examine examples of social marketing strategies.
4. Design social marketing strategies for organizations.
5. Demonstrate ability to organize and present information to a specific audience.

## Course Requirements

### Introductions:

It is important that we get to know each other in the class. This assignment asks that you tell the class about yourself and what you hope to gain from taking this course. Write a short paragraph, and post it on the Introduction discussion board. Please also read the profiles of your colleagues.

### Reflection Papers:

In these assignments you are required to critically reflect on assigned readings. Your reflection papers must identify the common themes in the assigned article, describe how the authors arrived at their conclusions, demonstrate critical thinking, and include examples of real-life situations that exemplify the issues discussed. Your paper must be two double-spaced pages.

### Social Marketing Case Study:

Social marketing strategies are important intervention tools employed by governments to manage or avert crisis or to change behaviors (e.g., campaigns to promote vaccination). This assignment requires you to conduct case study research on a government social marketing strategy to deal with a health-related issue. You will complete a multi-media PowerPoint presentation and a critical reflection paper for this assignment.

- I. The **Multi-Media PowerPoint Presentation** should include or address the following:
  - a. A brief background information on the issue.
  - b. A brief description of the social intervention.
  - c. Why was the intervention needed?
  - d. Who was the target audience and why?
  - e. What strategies (e.g., media) were used for this intervention?
  - f. What were the results of this intervention?
  - g. Conclusion.

Your PowerPoint presentation must have at least **one slide for each prompt**. It should be posted on the Discussion Board.

- II. The **Critical Reflection Paper** should include the following:
  - a. A brief description of the social marketing case.
  - b. Identification of persuasion theory evidence in the design and implementation of the social market strategy.
  - c. Critical analysis of the effectiveness of the campaign.
  - d. Possible ways the campaign could have been designed to be more effective.

Your paper must be three double-spaced pages. Submit this paper to the assigned Dropbox.

### **Final Project:**

This is a research project that requires you to apply the theories and concepts you learn throughout the semester. In this assignment, you are required to identify an organization and develop a social marketing strategy to increase the patronage of health and wellness programs for that organization. Note that you can choose to use an organization you are currently affiliated with.

Your final project consists of two deliverables: A multi-media PowerPoint presentation and a critical reflection paper.

Your **PowerPoint presentation** must include the following:

1. Organizational information: type of organization, membership, location, etc.
2. A justification of the need for a health and wellness program in the organization.
3. A social marketing strategy designed to promote health and wellness in the organization, including goals, target audience, market strategies, and promotion.
4. A monitoring and evaluation plan developed for your social marketing strategy.
5. Conclusion.

Your **critical reflection paper** must include the following:

1. A brief description of your chosen organization
2. A brief discussion of the situational analysis of the organization
3. Justification of your social marketing strategy based on your situational analysis.
4. A discussion of expected behavior changes and possible interventions if desired goals are not achieved.
5. A discussion of how communication theory and social marketing concepts informed your social marketing strategy.
6. Conclusion.

Your paper must be between 8 and 10 double-spaced pages using 12-point Times New Roman font, and it must include a reference page.

### Grading Policy

Reflection Papers (3 x 20 points each)	60
Social Marketing Case Study	100
Discussions (10 x 6 points each)	60
Final Project	100
Total	320 Points

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	59 or less %