

Syllabus for HWM715

Research and Data Analysis for Wellness Programs

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

Course Description

Understand the role of effective communication in health and wellness management. Apply multiple communication skills and tools tailored to a target audience to bring about change in an organizational or community context.

Prerequisite(s)

None.

Course 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 the 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 the ability to organize and present information to a given audience.

Course Requirements/Components

Readings/Viewings

Readings come from textbooks and various other sources. You will also be required to watch several videos embedded in the course.

Introduction

It is important that we get to know each other in the class. This assignment requires you to 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. Also, make sure to read the profiles of your colleagues.

Discussions

The exchange of ideas between colleagues engaged in a scholarly inquiry is a key aspect of graduate-level learning and a requisite activity in this course. You are expected to interact with your peers in a meaningful, respectful, and professional manner. Please participate in class discussions with an open mind and a willingness to share your thoughts with others. A fundamental principle of learning is the sharing and

acknowledgment of others' ideas. That includes respecting the opinions of others even if they differ from your own. Please keep in mind that a diversity of opinions makes for an enriched learning environment.

Assignments

The assignments provide opportunities to apply the skills and knowledge required for the successful completion of the course. Assignments must be well organized, use a scholarly tone, follow APA style, be consistent with graduate-level writing/communication style, and be turned in on time. Check your grades for feedback on assignments, and refer to the course calendar for all due dates.

Communication Plan

You are required to develop a communication plan for an organization that could be used during emergencies or to advance the work of the organization.

Giving Feedback

In this assignment you will record and submit a feedback session with a colleague.

LinkedIn Learning Courses

You will have the opportunity in this course to complete a couple of LinkedIn Learning courses. Note that as a student you have access to LinkedIn Learning by using your student login credentials.

Reflection Paper

In this assignment, you are required to critically reflect on the assigned readings in the class. Your reflection papers must identify the common themes in the assigned article, describe how the authors arrived at their conclusions, and share any critiques and examples of real-life situations that exemplify the issues discussed.

Social Marketing Case Study

Social marketing strategies are important intervention tools employed by governments to manage or avert crisis or to change behaviors. For instance, campaigns to promote vaccination. This assignment requires you to conduct case study research into a government social marketing strategy to deal with a health-related issue. Your product must be a Multi-Media Power Points Presentation and a Critical Reflection Paper.

Final Project

This is a research project that requires you to apply the theories and concepts you have learnt throughout the semester. There are TWO components to this assignment: First you are required to develop a social marketing plan to address an issue of your choosing and present your plan to the class; second, you are required to write a reflection paper on the process of developing the social marketing plan. Note that both components of this assignment require research and the use of data.

Grading

Your mastery of course content is assessed using a variety of methods:

Assignment Point Breakdown

| Assignment | Points |
|-------------------------------|------------|
| Introduction | 6 |
| Communication Plan | 100 |
| Feedback Session | 100 |
| Difficult Conversation Course | 50 |
| Reflection Paper | 20 |
| Social Marketing Case Study | 100 |
| Discussions (12) | 72 |
| Final Project | 100 |
| TOTAL POINTS | 548 |

Final grades are assigned using the following scale:

Grading Scale

| Percentage | Grade |
|------------|-------|
| 90–100% | A |
| 80–89% | B |
| 70–79% | C |
| 60–69% | D |
| 0–59% | F |