

Syllabus for HCA 710

Communications and Marketing in Healthcare

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

Course Description

This course focuses on the use and analysis of communication strategies to inform and influence individual and community decisions that impact health. You will explore topics such as the social construction of health, social support, literacy, survivorship, social and community issues, risk management, marketing and public relations, health messaging and promotional campaigns, theory application, and identity across contexts.

Prerequisite(s)

None

Course Outcomes

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

- Examine research and theories in health communication in multiple contexts and how these are applied.
- Interpret health communication processes and models and how they can be applied.
- Recognize contemporary health-related issues and the role of communication in shaping and addressing those issues.
- Identify the way that your own communication about health reflects your beliefs about your identity and others.
- Distinguish the relationship between communication and behavior.
- Discuss the role of message design in influencing audiences.

Course Requirements/Components

Quiz

Quizzes for this class will address content from reading assignments indicated for the week in which it is given. Answers for these quizzes will include True/False, Multiple Choice, Short Answer, and Essay. Each quiz will be worth 25 points.

Sick Around America Assignment

You will be viewing the film 'Sick Around America'. This film uses examples that illustrate the reasons so many people thought the US Health Care System

needed reform. This assignment helps you understand what is important about each example, and what is generalizable from each example about the need to reform the system. Key aspects of our healthcare system are presented with regard to access, quality, communication and cost. As you view the film, you will address each case presented along with the supplemental questions depicting key aspects to each individual's case. Each case is worth 8 points. This assignment is worth 50 points.

Communications in Healthcare Scenarios

Delivering healthcare and maintaining the overall operability of a health care system can, at times, be quite challenging. Aspects to quality and overall patient experience within a healthcare facility relies primarily on the communication of those who oversee the institution, deliver the care and also receive care. With that said, a scenario will be portrayed involving content covered during the week it is assigned. The scenario will illustrate a situation often seen within the realm of healthcare with an emphasis on the importance of communication in this particular situation. Utilizing your overall knowledge base and skill set from this class, you will address the question individually presented and continue after each answer is given in order to be guided through the scenario. After a series of choices/answers have been made, an eventual outcome will be reached. Upon reading the summary, you will also be given both positive and constructive feedback on how your overall choices and communication impacted this situation. These scenarios are to also meant to be a learning experience to help you reflect and decide on a proposal or to enhance the proposal idea you have already chosen. You can apply the concept of the scenario as a whole to your proposal or particular aspects that can add detail to the proposal to better address your argument/problem. Each scenario is worth 20 points.

Media Literacy Assignment

Content during the week of this assignment addresses the concept of health communication and marketing principles displayed in society. Upon reading the content for the week, examples will be given in order to help you delve deeper into the particular issue of weight-related stigmas, as well as, the overall issue of body image. Both of which have a significant impact amongst our society. A variety of additional examples of the overall messages communicated in various forms of media will be illustrated as well. With that said, this assignment will help you apply your understanding and knowledge base on this highly influential topic of media literacy. All sources utilized must be cited. This assignment is worth a total of 25 points.

Public Health Crisis Communication Assignment

In disaster preparedness and response, public health professionals are providers of service, scientists and administrators. The core functions of public health have specific application to the organizational model of disaster preparedness and response. This functional model provides a paradigm for identifying disaster-related activities for which each core area of public health has responsibility. The

model is composed of six phases that correspond to the type of activities involved in preparing for and responding to a disaster. In this assignment you will be asked to choose a presented topic that is of great public health concern. After you have selected your topic, you will apply each of the model components listed in the assignment in order to address and alleviate the public health disaster. Examples that address each concept of the model will be provided as well as a CDC Crisis and Emergency Risk Communication Manual to guide your work. As you complete this assignment, I ask that you realize the importance of communication within every aspect of disaster response. This assignment will be worth 36 points.

Discussion Board

Discussion for this class allows you to not only address the concepts covered, but to interact with the other students, as well as, the instructor. Discussion will aid in your application of intellect of class material while engaging in appropriate communication techniques, as well as, generate ideas and overall aspects that can be applied to your proposal. A rubric is provided to guide your work. Discussion participation will be worth a total of 15 points.

Full participation in discussion includes:

1. A response to the question(s) or overall concept posted by the instructor. Reasoning for your response must be supported by at least **TWO** valid and reliable resources. Additional support may be given with reference to the texts utilized for this class. This portion will be worth 5 points.
2. Read and address the overall concept of another members post. Read their post in its entirety and refer to the resources listed as well in order to better understand their reasoning. Your response must summarize what you learned from your peer's post, including additional information obtained from viewing their listed resources and additional resources you may have found as well. This portion is worth 5 points.
3. Indicate one key aspect from this discussion and how you're going to incorporate this into your proposal. This portion is worth 5 points.

Communications and Marketing in Healthcare Proposal

Health literacy is not only a continued concern within our society, but a growing concern. We cannot control what individuals do and do not know about their own health and the overall health of the community in which they abide. Along with the lack of understanding of health status, access to quality healthcare is of a constant concern as well. Many times the responsibility to capture specific communities that lack not only access, but health literacy as a whole, falls upon those within the administrative areas of healthcare. With that said, I want you to create a communications and marketing proposal that you would like to have initiated within our healthcare system and its effects on a specific demographic. This will be worth a total of 90 points.

Proposal Components

- Part I: Formulating your Proposal, Learning and Research, Exploring Ideas
- Formulating your Proposal
- Part II: Part Two: Building your Proposal
- Part III: Oral Argument Presentation

Grading

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

Grade	Percentage Range
A	94% - 100%
A-	92% - 93.99%
B+	89%-91.99%
B	85%-88.99%
B-	83%-85.99%
C+	81%-82.99%
C	75%-80.99%
C-	70%-74.99%
D	65%-69.99%
F	Below 64.99%

Assignment	Points
Quizzes	50
Scenarios	140
Sick Around America Assignment	50
Media Literacy Assignment	25
Public Health Crisis Communication Assignment	36
Discussions	45
Proposal: Part I	20
Proposal: Part II	20
Proposal: First Draft	0
Proposal: Final Draft	50
Proposal: Oral Argument	50
Total Points	486