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CMN/HST 4910: Applied Health Communication / 3 Semester Hours Spring 2014/ Section 001

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Eastern Illinois University
 College of Education and Professional Studies/ Department of Health Studies
 CMN/HST 4910: Applied Health Communication /3 Semester Hours
 Spring 2014/Section 001: Tuesday, Thursday 8:-9:15 Lantz 1160

Instructor: Lauri DeRuiter-Willems, M.S.
 Lantz: Lantz 1146
 Office Phone: 581-5761 (Dept. number)
 Email: Emails through D2L will be expected to be the main line of communication.
 Panthermail will be considered back up: ljderuiterwillems@eiu.edu
You must include your course number in the subject line! (ie. HST 4910 T/R)
 Office Hours: Mondays, Tuesdays, Wednesdays, Thursdays 1:00-2:00
 (As needed by email or by appointment.)

Course Description: An examination of applied health communication in the interpersonal, organizational, and mediated contexts. Emphasis is on higher order application of skills from different occupational perspectives.

Course Objectives (Competencies follow and are listed under course requirements.)

1. Students will explore potential health risk issues on campus or in our community. (1.4)
2. Students will assess the needs to address a health risk for a specific population. (1.6, 1.7)
3. Students will develop a health communication campaign targeting a health issue and population by developing a problem description, target audience analysis and intervention strategy. (2.1, 2.2, 2.3, 7.2)
4. Students will implement and evaluate the health communication campaign. (2.5, 3.1, 3.2, 5.1, 6.1, 7.3)

Tentative class schedule will be available in a separate document on D2L.

Course Requirements *Additional information & details to follow.

Activity	Points	Explanation	CHES Areas of Responsibilities & Competencies
Assignment 1	20	Problem description	1.2.1, 1.4, 7.1
Assignment 2	20	Audience analysis	1.4, 1.5, 7.1
Assignment 3	20	Intervention strategy part 1	1.2.3, 1.6, 2.1, 5.2, 7.2
Assignment 4	20	Intervention strategy part 2	1.6, 2.3, 3.1, 5.1, 5.5
Final Paper	200	Cumulative Health Communication Campaign paper	2.5, 3.2, 5.3
Peer Evaluation	40	Team function	5.4.2, 5.4.6, 5.4.7, 5.4.8, 6.1, 7.3
Class/team contribution	100		
Team presentation	50	Formal class presentation of campaign	5.5
Total Points	470		

Standard A,B,C,D,F grading scale (90% and above A, etc.) will be used.

Disposition: The nature of this course is to apply health communication skills to real situations. You will be assigned to a group for the project and you will be expected to participate fully and equally with all of your group members. Unprofessional and inappropriate behavior will not be tolerated and will result in a significant reduction on grade or removal from the group. Removal from the group may require individuals to complete the entire project on their own, which will require assignments to be submitted individually. All work must be original and not copied from any previous work completed while in the group.

Assignments: Some class time available for project work and the dates will be noted (in class and D2L). Some in class work days will be mandatory but outside work will also be necessary. Assignments will be due electronically via D2L OR on paper in class. Submissions will only be accepted as assigned. Nothing will be accepted past the due date without previous arrangements being made with the instructor.

Please be aware that in addition to the assigned class time, the group projects **WILL** require participation at other times and days. All efforts will be made to accommodate other work and class schedules.

Attendance: There will be some class sessions that will be used for independent group work, but all students are expected to attend all scheduled classes as well as all group meetings. The classroom will always be available during the regularly scheduled class time for groups to meet.

Security: For security purposes the classroom door may be locked when class begins. After the door is locked, there will be no admittance to the classroom. Please be on time. If you are unable to make it to class on time, AND it is not under your control, please notify me that you will be late.

Electronic devices and Cell phone policy: Please, *turn off or completely silence* your phone and any other electronic device prior to entering the class room. No usage will be allowed during class. This includes ringing/vibrating, dialing, text messaging, or any other usage. Violation of this will result in an automatic loss of any and all daily points. If the offender cannot be determined, the entire class will lose daily points. If you have an emergency that requires the use of a cell phone, notify me *prior to the beginning of class*. The instructor will assume the responsibility for receiving any university-initiated campus security messages.

Academic Integrity: A violation of the university policy on academics in any shape manner, or form will result in an F in the course and a hearing before the Judicial Review Board. This pertains to attendance, quizzes, tests, assignments or any material pertaining to this course.

Accommodation statement: If you have a documented disability and wish to discuss academic accommodations, please contact the Office of Disability Services at 581-6583.