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Fall 2017

### PUBH 4330 - Community Health Education Methods

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**Fall 2017 Course Outline:**  
**Abbreviations: CHE- Community Health Education Methods textbook**  
**SFP: Strategies for Publicity Handbook (Folio)**  
**[Module]**

Week/Dates	Day	Class Topics for Discussion	Assigned Readings	Due Dates
Week One 8/14-8/18	Tuesday	<b>Introduction and Course Overview</b> <b>What is Health Communication? [M1]</b>	<b>CHE: Chapter 4</b> <b>CHE: Chapter 5</b>	<b>*All Friday assignments due by 5pm.</b>  8/18: Partner assignments
	Thursday	<b>Overview of Social Marketing [M2]</b>		
Week Two 8/21-8/25	Tuesday	<b>Lab #1: Organization Planning</b>	<b>CHE: Chapter 1</b> <b>CHE: Chapter 9</b>  <b>SFP: Book #1 (Folio)</b>	8/25: Organization name, logo, and topic
	Thursday	<b>Print Materials Basics [M3]</b> <b>Creating and Promoting your Organization</b>  <b>Setting Goals and Objectives, Writing a Mission Statement [M4]</b>		
Week Three 8/28-9/1	Tuesday	<b>Lab #2: Branding and Strategic Planning</b>		9/1: Branding and Strategic Planning Worksheet
	Thursday	<b>Behavior Change Theories in Health Communication [M5]</b>  <b>Quiz Review</b>		
Week Four 9/4-9/8	Tuesday	<b>No Class</b>	<b>NIH Pink Book: Stage 3 (Folio)</b>	
	Thursday	<b>Quiz 1: M1-M5</b>  <b>Developing Materials and Pretesting (Formative Research) [M6]</b>		
Week Five 9/12-9/16	Tuesday	<b>Lab #3: Fact Sheets</b>	<b>CHE: Chapter 2</b>	9/15: Fact Sheet Draft
	Thursday	<b>Promoting Health in Multi-Cultural Society[M7]</b>		
Week Six 9/19-9/23	Tuesday	<b>Lab #4: Infographic</b>		9/22: Infographic drafts

	<b>Thursday</b>	<b>Publicity, Radio, &amp; Print [M8]</b> <b>Advertising and Marketing (non-traditional sources) [M9]</b>	<b>SFP: Book #2 and #11 Radio (Folio)</b>	
Week Seven 9/25-9/29	<b>Tuesday</b>	<b>Lab # 5: Newsletters</b>	<b>CHE: Chapter 10</b>	9/29: Newsletter drafts
	<b>Thursday</b>	<b>Quiz 2: M6-M9</b> <b>Working with Media/Television [M10]</b>		
Week Eight 10/2-10/6	<b>Tuesday</b>	<b>Lab #6: Advertisements (Ad &amp; Flyer)</b>	<b>Chapters 13 &amp; 14</b> <b>Folio: Social Media CDC Tool Kit</b>	10/6: Advertisements (Ad and Flyer) drafts
	<b>Thursday</b>	<b>How Media Can Influence Policy [M10]</b> <b>Social Media [M11]</b>		
Week Nine 10/9-10/13	<b>Tuesday</b>	<b>Lab #7: Social Media Strategy</b>		10/12: Social Media Posts (electronic submission)
	<b>Thursday</b>	<b>Lab #8: Press Kit revisions</b>		10/13: 1 <sup>st</sup> half Press kit revisions (fact sheet, infographic, newsletter, advertisement (#1 & #2))
Week Ten 10/16-10/20	<b>Tuesday</b>	<b>Developing a Plan for Monitoring and Evaluation [M12]</b>	<b>Folio Reading</b> <b>CHE: Chapter 7</b>	
	<b>Thursday</b>	<b>Quiz 3: M10-M12</b> <b>Selecting Presentation Methods [M13]</b>		
Week Eleven 10/23-10/27	<b>Tuesday</b>	<b>Lab #8: News Release</b>	<b>Folio Reading</b>	10/27: News Release draft

	<b>Thursday</b>	<b>Establishing Budgets and Finding Funding [M14]</b>		
Week Twelve 10/31-11/4	<b>Tuesday</b>	<b>Lab #9: Websites</b>	<b>Folio Reading</b>	11/3: Website Draft (electronic submission)
	<b>Thursday</b>	<b>Quiz 4</b> <b>Implementation Plan and Sustaining Behavior [M15]</b>		
Week Thirteen 11/7-11/11	<b>Tuesday</b>	<b>Lab #10: Delivering Effective Presentations</b>	<b>CHE: Chapter 8</b> <b>Folio Reading</b>	11/9: Quiz #5  11/10: Presentation slides due
	<b>Thursday</b>	<b>Presentation and Press Kit Finalizing</b>		
Week Fourteen 11/14-11/18	<b>Tuesday</b>	<b>Presentations</b>	<i>No assigned readings</i>	<b>11/17: Final Press Kit submission (in-class and online)</b>
	<b>Thursday</b>	<b>Presentations</b>		
11/20-11/24		<b>Thanksgiving Break</b>		
Week Fifteen 11/27-12/1		<b>Course Wrap-up</b> <b>Final Exam Review</b>	<i>No assigned readings</i>	
Finals Week 12/4-12/7		Thursday, December 7 <sup>th</sup> 10:00am-12:00pm		