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Fall 2017

# HST 2700 – Marketing Concepts for Health Promotion Professionals/3 Semester Hours Fall 2017/Section 001

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Eastern Illinois University  
College of Education and Professional Studies/ Department of Health Studies  
HST 2700 – Marketing Concepts for Health Promotion Professionals/3 Semester Hours  
Fall 2017/Section 001: Monday, Wednesday, Friday 11:00-11:50 PM, Lantz 1160

Instructor: Lauri DeRuiter-Willems, PhD candidate  
Lantz: Lantz 1164  
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](mailto:ljderuiterwillems@eiu.edu)  
**\*PLEASE include your course number in the subject line! (ie. HST 2700 M/W)\***  
Office Hours: Monday, Wednesday 12:-12:30/1:30-2:; Tuesday, Thursday 10:-11:.. As needed by email or by appointment.

**Course Materials:** There is not an assigned textbook for this course. Materials will be available through internet sources and/or provided electronically by the instructor.

**Course Description:** This course will familiarize students with marketing concepts for health promotion professionals, including various software and hardware applications available to and typically used by health promotion professionals.

**Course Rationale:** This course is designed to provide a focused, application-oriented introduction to the practical marketing and promotion tools needed by health promotion specialists. In addition, students will be introduced to the real-world skills they will expect to have for internships and future employment. These skills will be further reinforced in our upper division core courses.

**Course Delivery Method:** This course includes a major online component. Scheduled class sessions will introduce course expectations and begin exploration of scheduled topics and course material. The online portion of the course engages interactive, structured web discussions and assignments focused on reading assignments\* and are drawn from the face-to face sessions. Students are required to be prepared for all in class and online discussions by completing the readings in advance.

\*Readings may be assigned from various websites, online training modules and/or documents provided by the instructor via the current learning management system (Fall 2017: D2L).

*Team-based, cooperative group learning may be implemented in this course. This will be announced in advance, and will require readings and advance preparation to be completed outside of class and in advance of the scheduled class. Failure to be prepared will result in a loss of available points for that class and possible removal from the group, which will result in the assignment to be completed independently.*

**Course Objectives (Competencies are listed under course requirements.)**

1. Students will demonstrate competence with Microsoft Office.
2. Students will describe, analyze and apply social marketing and health promotion concepts.
3. Students will operationally define the term “health literacy,” and apply health literacy concepts to develop artifacts appropriately tailored for age, circumstances, and literacy level.
4. Students will differentiate between different types of health promotion program.
5. Students will identify and apply the elements of target audience analysis.
6. Students will identify and evaluate Web-based resources.

**Course Requirements:** \*Additional information & details to follow.

<b>Activity</b>	<b>Points</b>	<b>Explanation</b>	<b>CHES Areas of Responsibilities &amp; Competencies*</b>
Class participation/ online discussion	100 pts	in class and online activities, artifact production	5.4.8
Health Research project	135 pts	An exploration of online resources and APA writing practice	
Exams	200 pts	2 @ 50 pts, 1 @ 100 pts final comprehensive exam	
Health literacy project	100 pts	group project	3.1.3, 3.1.4, 5.4.7, 5.4.8, 5.4.11
Basic blog/web design project	100 pts	interactive with class members	3.1.4, 5.4.8, 5.4.11, 7.2.3, 7.2.4
Marketing Plan project	250 pts	group project <i>Preparation 30 pts</i> <i>Paper 100 pts</i> <i>Presentation 100 pts</i> <i>Peer evaluation 20 pts</i>	3.1.3, 3.1.4, 5.4.7, 5.4.8, 5.4.11, 7.2.1, 7.2.2, 7.2.3, 7.2.4
<b>Total available points:</b>	<b>885 points</b>		

\*Competencies are regularly updated and will be announced.

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

**Assignments:** Some group projects may have class time available for working with team members and the dates will be announced in class. 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.

**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, unless announced. 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:** Academic integrity - Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards.

**Students with disabilities:** If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call [217-581-6583](tel:217-581-6583).

**The Student Success Center:** Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center ( [www.eiu.edu/~success](http://www.eiu.edu/~success)) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call [217-581-6696](tel:217-581-6696), or go to 9th Street Hall, Room 1302.

**Tech Support:** If you need assistance with D2L, call D2L Support toll free at 1-877-325-7778. Support is available 24 hours a day, seven days a week. Email and Chat options are also available on the "My Home" page after logging in to D2L. Other D2L resources including a D2L Orientation course for students are available on the same page. For technical questions regarding other software, hardware, network issues, EIU NetID/password, or Panthermail, contact the ITS Helpdesk at 217-581-4357 during regular business hours or submit a help ticket at <https://techsupport.eiu.edu/>. If you have a question regarding course content, contact your instructor.

**A word about Netiquette:** [https://www.eiu.edu/colsolutions/ss\\_netiquette.php](https://www.eiu.edu/colsolutions/ss_netiquette.php)

HST 2700 Marketing Concepts for Health Promotion Professionals

**Fall 2017, Tentative Schedule**

\*\*Dates may change. All changes will be announced in advance. Please refer to D2L.

MONTH	Week of	WEEK	TOPIC	ASSIGNMENT **
August	21	1	Introduction, Review of <b>basic computer</b> use and knowledge; Discussion of netiquette, etiquette	IFIC article review
	28	2	<b>Health research:</b> Credible sources of information, organizations, evidence based research; Writing with APA	Source investigation in class practice <b>Assign Health research project</b>
September	4	3	<b>Health Marketing</b> , Health Communication Health Promotion: “Create, communicate, deliver, evaluate”	CDCynergy Social marketing
	11	4	<b>Social Marketing, Social Media, web development</b>	Health research project due 9/15
	18	5	Exam 1 review	<b>Assign blog</b> (ongoing until 10/16) Exam 1: 9/20/17
	25	6	<b>Infographics; Goal &amp; objectives; Behavior theory – stages of change</b>	Flyer/Brochure makeovers, infographic exploration
October	2	7	<b>Health Literacy</b> , comprehension levels, populations to be served; Delivery methods (media, print, events, programs)	In class HL practice <b>Assign health literacy project</b>
	9	8	Practical applications: creating individual and team projects	<i>10/11 Midterm– just the date</i>
	16	9	presentations	Blog ends 10/16 Health literacy project due and Presented on 10/16, 18, 20
	23	10	<b>Marketing Concepts, Marketing plans</b> , Considerations: target audience, budget, literacy levels. Qualities/components of good programs	
	30	11	<b>Surveys/Grants</b> Introduction of data collection & interpretation, grant writing, identifying sources of grants	<b>Assign Marketing Plan Project</b>
November	6	12	<b>Real World</b> – role as a health promotion professional disposition, professional delivery, appearance, Scope of practice Practical application: team projects	Communications
	13	13	Exam 2 review Practical application: team projects	Exam 2: 11/15
	20	14	THANKSGIVING BREAK	THANKSGIVING BREAK
	27	15	Practical application: team projects	
December	4	16	marketing plan project presentations	
	Finals	Week	Comprehensive exam	Wednesday, December 13 10:15-12:15

\*\* ASSIGNMENTS: Some group projects will have class time available for working and the dates will be noted. 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.**