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HST 2700 - Marketing Concepts for Health Promotion Professionals/3 Semester Hours Spring 2014/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
Spring 2014/Section 001: Tuesday, Thursday 11:-12:40/Lantz 1150

Instructor: Lauri DeRuiter-Willems, M.S.
Lantz: Lantz 1146
Office Phone: 581-5761 (Dept. number)/581-7526 during office hours only
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 2700 T/R)
Office Hours: Mondays, Tuesdays, Wednesdays, Thursdays 1:00-2:00
(As needed by email or by appointment.)

Text: 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: When the course is offered in hybrid format, 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 focused on reading assignments* and 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. ***Students will be expected to spend a MINIMUM of 100 minutes online and outside of scheduled class sessions.*** *Estimated work times will be included on the detailed class schedule as assignments are given.*

*Readings may be assigned from various websites, online training modules and/or documents provided by the instructor via the current learning management system (Fall 2013: eiu online/D2L).

Team-based learning may be implemented in this course. This will be announced in advance, and will require readings 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.

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.

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*
Class participation/ online discussion	100 pts	in class activities, artifact/department production	5.4.8
Internet research project	50 pts	<i>source evaluation 20 pts</i> <i>article review 30 pts</i>	
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
Total available points:	800 points		

*Competencies are regularly updated.

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. 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.