



FINAL FACULTY SENATE APPROVAL ON MARCH 20, 2018

MEMORANDUM

TO: Faculty Senate
FROM: Jack Kirby *JRK*
DATE: April 10, 2018
SUBJECT: Curriculum Proposal #17-18-19 REV #2
Communication Arts

On March 20, 2018, Faculty Senate approved this proposal for both first and second reading with minor revisions requested. Those revisions were submitted after the Faculty Senate meeting on March 20, 2018. This is the final proposal.

Dr. Christina Lavorata
Dr. Bob Mild
Dr. Francene Kirk
Mr. Michael Waide
Ms. Laura Ransom
Ms. Cheri Gonzalez
Ms. Lori Schoonmaker



MEMORANDUM

TO: Faculty Senate
FROM: Jack Kirby *JRK*
DATE: February 27, 2018
SUBJECT: Curriculum Proposal #17-18-19 REV #1
Communication Arts

I recommend approval of the attached Curriculum Proposal 17-18-19 REV #1. This proposal seeks to revise the course requirements for the B.A. in Communication Arts.

Dr. Christina Lavorata
Dr. Bob Mild
Dr. Francene Kirk
Mr. Brian Floyd
Ms. Laura Ransom
Ms. Cheri Gonzalez



MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby *JRK*

DATE: December 5, 2017

SUBJECT: Curriculum Proposal #17-18-19
Communication Arts

I recommend approval of the attached Curriculum Proposal 17-18-19. This proposal seeks to revise the course requirements for the B.A. in Communication Arts.

Dr. Christina Lavorata
Dr. Bob Mild
Dr. Francene Kirk
Mr. Brian Floyd
Ms. Laura Ransom
Ms. Cheri Gonzalez

CURRICULUM PROPOSAL (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number: 17-18-19

School/Department/Program: Fine Arts/Communication/Communication Arts

Preparer/Contact Person: Dr. Francene Kirk

Telephone Extension: 4170

Date Originally Submitted: _____

**Revision (Indicate date and label it
Revision #1, #2, etc.):** _____

Implementation Date Requested: Fall 2018

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal revises the course requirements for the B.A. in Communication Arts.

In this revision, BISM 2800 is removed from the core curriculum.

A new course, COMM 3330: Organizational Communication is created and added to the core curriculum.

Changes are also made in the following communication concentrations: Health, Sports (renamed Sales), Performance, and Public.

A new course, COMM 3310: Health Communication is created and added to the Health concentration.

This proposal creates a new concentration – Cultural Outreach Communication.

COMM 4420: Contemporary Storytelling is renamed COMM 4420: Documentary Storytelling. The course hours and the content do not change as a result of this revision.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

A. *Deletion of course(s) or credit(s) from program(s)*

Required Courses in Communication Arts Core

Remove BISM 2800: Corporate Communications and Technology from the core courses

Health Communication Concentration

Remove HLTA 3315: Healthy Sexuality

Sports Communication Concentration renamed Sales Communication

Remove PHED 2201: Introduction to Sports Management

Remove PHED 2210: Sports Marketing and Promotions

Performance Communication Concentration

Remove THEA 2220: Oral Interpretation

Public Communication Concentration

Remove THEA 2220: Oral Interpretation

Total hours deleted. 18

B. Addition of course(s) or credit(s) from program(s)

Required courses in Communication Arts Core

Add COMM 3330: Organizational Communication (new course)

Health Communication Concentration

Add COMM 3310: Health Communication (new course)

Sports Communication (renamed Sales Communication)

Add MKTG 3320: Advertising and Sales Promotions (existing course)

Add MKTG 3350: New Product Decisions (existing course)

Performance Communication Concentration

Add THEA 2228/4448 Oral Interp Practicum 1-4 hrs (existing course)

and/or

THEA 2238/4432 Acting Workshop 1-4 hrs (existing course) *for a total of 3 credits*

Public Communication Concentration

Add COMM/THEA/FOLK 3320: The Art of Storytelling (existing course) or

Add THEA 2228/4448 Oral Interp Practicum 1-4 hrs (existing course)

Cultural Outreach Communication (new concentration)

Add BSBA 2204: Principles of Marketing (existing course)

Add BSBA 2209: Principles of Management (existing course)

Add MUSM1100: Introduction to Museums (existing course)

Add MUSM 3210: Museum Interpretation and Education (existing course)

	18	Total
	12 hrs in new	hours added.
	<u>concentration</u>	
C. Provision for interchangeable use of course(s) with		program(s)

N/A

D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

Sports Communication concentration is renamed Sales Communication

COMM 4420: Contemporary Storytelling is renamed COMM 4420: Documentary Storytelling. (No change in content. This change was suggested by the outside reviewer who did our program review.)

The following changes are to the course descriptions in the catalog.

COMM 2250: Sophomore Seminar - add to catalog description "Spring semester only."
(no change in the course content)

COMM 4420: Documentary Storytelling - add to catalog description "Spring semester only." **Remove** PR BISM 2280
(no change to the course content)

COMM 4496 Communication in Practice: Internship – add to catalog description "Spring semester only."
(no change to the course content)

- F. Creation of new course(s). For each new course

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.

COMM 3330 Organizational Communication (new course) (FSU)
COMM 3310 Health Communication (new course) (FSU)

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

Appendix B and B1

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

Appendix B and B1

4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

Appendix B and B1

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

The Communication Arts degree is interdisciplinary in nature. Students take courses from a variety of programs. The addition of communication students to their courses may affect the following programs.

Business – Students in the Cultural Outreach Concentration will be required to take BSBA: 2204: Principles of Marketing and BSBA 2209: Principles of Management.

Museum Studies – Students in the Cultural Outreach Concentration will be required to take MUSM 1100 Introduction to Museums and MUSM 3210: Museum Interpretation and Education

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

NA

III. RATIONALE FOR THE PROPOSAL.

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

Rationale for new course in Health Communication

As part of the portfolio assessment which is attached to COMM 4496: Communication in Practice, upper-level students create a content portfolio presentation and participate in an exit interview.

In the portfolio presentations and exit interviews, we found that students in the health communication track had difficulty connecting the content information from their coursework in health to their coursework in communication. The students expressed a need for a course that is specific to health communication, which is a specific area of communication research.

Rationale for new course in Organizational Communication

In the responses to assignments in COMM 4496: Communication in Practice (Internship), it is apparent that students lack a basic understanding or have a misunderstanding of how communication functions in organizations. This new course will address topics such as strategic planning, leadership theory, and organizational conflict.

Rationale for new concentration in Cultural Outreach Communication

In the exit interviews, students have requested a concentration that focuses on non-profit organizations. This concentration includes courses in Business and Museum Studies. The business courses focus on management and marketing. The MUSM 1100 course includes an overview of "...fundraising, grant writing, volunteer management..." and the MUSM 3210 course explores staffing and educational outreach. These are existing courses..

- B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

Health Communication

As the Baby-Boomers age and as the people of West Virginia experience increases in obesity, diabetes, and opioid addiction, there will be a greater need for professionals who can create messages/media related to these subjects. This course will prepare students for employment or further study in the health communication field.

Organizational Communication

Currently, students are not meeting the expectations that organizations have for them during their internships. Students need a deeper understanding of how organization functions; how leadership styles affect productivity, and how they can be an effective part of an organizational team. This change is needed to prepare students for employment or further in organizational communication which is a specific area of communication research.

Cultural Outreach Communication (new concentration)

Students have requested a concentration that focuses on non-profit organizations. There are many non-profit and cultural organizations in our area including Main Street Fairmont, Prickett's Fort Foundation, and United Way. We have placed interns in several non-profit organizations. We have found that our communication students who plan to work in the non-profit sector or in cultural organizations need an introduction to how these organizations function.

No new faculty, facilities, equipment, or library materials are required. Two current faculty members will teach the new courses. COMM 3330 will be taught in the fall semester each year. COMM 3310 will be taught when students are enrolled in the health communication track.

- C. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature
School of Business	Richard Harvey	<i>Richard Harvey</i>
College of Liberal Arts	Deanna Shields	<i>Deanna Shields</i>
School of Ed and HHP	Carolyn Crislip-Tacy	<i>Carolyn Crislip-Tacy</i>

- D. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal. NA

E. ADDITIONAL COMMENTS.

APPENDIX A
B.A. Degree in Communication Arts
Current Program

Required Major Courses CORE		HRS
COMM 1105	Voice and Diction	3
BISM 1200	Introduction to Computing	3
COMM 2201	Introduction to Group Discussion	3
COMM 2215	Intro to Communication Theory & Research Practices	3
COMM 2219	Language in Communication	3
JOUR 2240	Reporting and Multimedia News Writing	3
COMM 2241	Argumentation and Debate	3
JOUR 2275	Media Literacy	3
COMM 2250	Sophomore Seminar	1
COMM 3300	Intercultural Communication	3
BISM 2800	Corporate Communications and Technology	3
COMM 3337	Persuasive Communication	3
JOUR 3350	Participatory Journalism and Social Media	3
COMM 3345	Oratory	3
COMM 4420	Contemporary Storytelling	3
COMM 4495	Communication in Practice: Internship	3
CORE TOTAL		46
CONCENTRATIONS (12 Credit Hours)		
Government Communication		
POLI 1103	American Government	3
POLI 2200	Introduction to Political Science	3
POLI 2203	Comparative Government	3
PHIL 2275	Introduction to Logic and Critical Reasoning	3
Health Communication		
HLTA 1150	Introduction to Health	3
HLTA 2201	Community and Environmental Health	3
HLTA 3370	Contemporary & Drug Behavior Issues	3
HLTA 4415	Human Sexuality	3
Sport Communication		
MKTG 2204	Principles of Marketing	3
MGMT 2209	Principles of Management	3
PHED 2201	Introduction to Sports Management	3
PHED 2210	Sport Marketing & Promotions	3
Performance Communication		
THEA 2200	Oral Interpretation	3
THEA 3320	The Art of Storytelling in Theory and Practice	3
THEA 2230	Acting	3
THEA 3346	Creative Puppetry	3
Public Communication		
THEA 2200	select 12 hrs from: Oral Interpretation	3

COMM 2249	Intercollegiate Debate	1-4
COMM 4449	Intercollegiate Debate	1-4
THEA 2238	Oral Interpretation Practicum	1-4
COMM 4439	Public Speaking Practicum	1-4
Multimedia Communication		
JOUR 2280	History of American Journalism	3
JOUR 3312	The Publication Process	3
JOUR 3334	News Photography	3
JOUR 3344	Publications Practice	1-3
Visual Communication		
ART 1140	Design I: 2D	3
ART 1141	Design II: 3D	3
ART 2245	E Foundations	3
ART 3345	E Intermediate	3
CONCENTRATION TOTAL		12
TOTAL HOURS FOR MAJOR		58

Required General Studies Courses

Attribute IA – Critical Analysis		X
	ENGL 1108	
Attribute IB – Quantitative Literacy		3
	MATH 1107 or higher in IB	
Attribute IC – Written Communication		3
	ENGL 1104	
Attribute ID - Teamwork		X
	COMM 2201 in Major	
Attribute IE – Information Literacy		3
	ENGL 1108	
Attribute IF – Technology Literacy		X
	BUSI 1200 in Major	
Attribute IG – Oral Communication		X
	COMM 2201 in Major	
Attribute III - Citizenship		3
	POLI 1103 American Government	
Attribute IV - Ethics		3
	PHIL 3325 Ethics	
Attribute V - Health		3
	Any course in V	
Attribute VI - Interdisciplinary		3
	Any course in VI	
Attribute VIIA - Arts		3
	Any course in VIIA	
Attribute VIIB - Humanities		3
	Any Literature course VIIB	
Attribute VIIC – Social Sciences		3
	Any course in VIIC	

Attribute VIID - Natural Science	4
Any course in VIID	
Attribute VIII – Cultural Awareness	3
Any course in VIII	
Additional General Studies hours	X
Major Course – COMM 2215 writing intensive course	
TOTAL GENERAL STUDIES HOURS	37
TOTAL FREE ELECTIVES	25
TOTAL HOURS	120

B.A. Degree in Communication Arts
Proposed Program

Required Major Courses CORE		HRS
COMM 1105	Voice and Diction	3
BISM 1200	Introduction to Computing	3
COMM 2201	Introduction to Group Discussion	3
COMM 2215	Intro to Communication Theory & Research Practices	3
COMM 2219	Language in Communication	3
JOUR 2245 (L2240)	Reporting and Multimedia News Writing	3
COMM 2241	Argumentation and Debate	3
JOUR 2275	Media Literacy	3
COMM 2250	Sophomore Seminar	1
COMM 3300	Intercultural Communication	3
COMM 3330	Organizational Communication	3
COMM 3337	Persuasive Communication	3
JOUR 3350	Participatory Journalism and Social Media	3
COMM 3345	Oratory	3
COMM 4420	Documentary Storytelling	3
COMM 4495	Communication in Practice: Internship	3
CORE TOTAL		46
CONCENTRATIONS (12 Credit Hours)		
Government Communication		
POLI 1103	American Government	3
POLI 2200	Introduction to Political Science	3
POLI 2203	Comparative Government	3
PHIL 2275	Introduction to Logic and Critical Reasoning	3
Health Communication		
HLTA 1150	Introduction to Health Education	3
HLTA 2201	Community and Environmental Health	3
HLTA 3370	Contemporary & Drug Behavior Issues	3
COMM 3310	Health Communication	3

Sales		
Communication		
BSBA 2204	Principles of Marketing	3
BSBA 2209	Principles of Management	3
MKTG 3320	Advertising and Sales Promotion	3
MKTG 3350	New Product Decisions	3
Performance		
Communication		
THEA 2228/4448	Oral Interpretation Practicum	
THEA 2238/4432	and/or Acting Workshop	1-3
THEA 3320	The Art of Storytelling in Theory and Practice	3
THEA 2230	Acting	3
THEA 3346	Creative Puppetry	3
Public		
Communication		
	select 12 hrs. from	
THEA 2228/4448	Oral Interpretation Practicum	1-4
COMM 2249	Intercollegiate Debate	1-4
COMM 4449	Intercollegiate Debate	1-4
COMM/FOLK/THEA		
3320	The Art of Storytelling	
COMM 4439	Public Speaking Practicum	1-4
Multimedia		
Communication		
JOUR 2280	History of American Journalism	3
JOUR 3315	Multimedia Publishing	3
JOUR 3335	Photojournalism and Digital Editing	3
JOUR 3344	Publications Practice	1-3
Visual		
Communication		
ART 1140	Design I: 2D	3
ART 1141	Design II: 3D	3
ART 2245	E Foundations	3
ART 3345	E Intermediate	3
Cultural Outreach		
Communication		
BSBA 2204	Principles of Marketing	3
BSBA 2209	Principles of Management	3
MUSM 1100	Introduction to Museums	3
MUSM 3210	Museum Interpretation and Education	3

CONCENTRATION TOTAL

12

TOTAL HOURS FOR MAJOR 58

Required General Studies Courses	
Attribute 1 – Critical Analysis	3
ENGL 1102 or 1103 (required)	
Attribute 2 – Quantitative Literacy	3
Math 1107, Math 1112, Math 1115, Math 1185, or Math 1190	

Attribute 3– Written Communication		3
	ENGL 1101 (required)	
Attribute 4 - Teamwork		X
	COMM 2201 in Major (required)	
Attribute 5 – Information Literacy		X
	ENGL 1102 or EDUC 2201	
Attribute 6 – Technology Literacy		X-3
	BUSI 1200 in Major (required)	
Attribute 7 – Oral Communication		X
	COMM 2201 in Major (required)	
Attribute 8 - Citizenship		3
	Any course in 8	
Attribute 9 - Ethics		3
	PHIL 3325 Ethics (required)	
Attribute 10 - Health		2-3
	Any course in 10	
Attribute 11 - Interdisciplinary		3
	Any course in 11	
Attribute 12 - Arts		3
	Any course in 12	
Attribute 13 - Humanities		3
	Any course in 13	
Attribute 14 – Social Sciences		3
	Any course in 14	
Attribute 15 - Natural Science		4
	Any course in 15	
Attribute 16 – Cultural Awareness		3
	Any course in 16; SOCY 3301 recommended	
Additional General Studies hours		X
	Major Course – COMM 2215 writing intensive course	
TOTAL GENERAL STUDIES HOURS		36-40
TOTAL FREE ELECTIVES		22-26
TOTAL HOURS		120

APPENDIX B
B.A. Degree in Communication Arts

COMM 3330: Organizational Communication (new course)

COURSE DESCRIPTION

COMM 3330: Organizational Communication 3 hrs

This course is a study of the role communication plays in organizations. Major theories of organizational communication will be examined via the identification, definition and application of primary concepts such as corporate culture, ethics, teamwork, and the role of technology, leadership, and diversity. Organizational communication systems and structures will also be examined. Prerequisite: COMM 220: Introduction to Small Group Communication

COURSE OUTLINE

- I. Organizational Communication
 - a. The Changing Nature of Organizations and Work
 - b. Challenges
 - c. Communication Competence
- II. Perspectives for Organizational Communication
 - a. The Functional Tradition
 - i. Communication Systems
 1. Components
 2. Open versus closed systems
 - ii. Functions
 1. Message
 2. Organizing
 3. Relationship
 4. Change
 - iii. Communication Networks and Channels
 - b. The Meaning Centered Approach
 - i. Socialization and assimilation
 - ii. Power
 - iii. Culture and climate
- III. Major Theories
 - a. The Scientific Management School
 - b. The Human Behavior School
 - c. Integrated Perspectives Viewpoint
 - d. Postmodern, Critical and Feminist Perspectives
- IV. Individuals in Organizations
 - a. The Interpersonal Experience
 - i. Trust
 - ii. Emotion and balance
 - iii. Technology
 - iv. Effectiveness
- V. Groups in Organizations
 - a. Types
 - b. The Team Based Organization
 - c. Group Processes

- VI. Leadership and Management Communication
 - a. Theories
 - i. Trait approaches
 - ii. Style approaches
 - iii. Situational approaches
 - iv. Transformational approaches
 - v. Discursive approaches
 - b. Management Challenges
- VII. Organizational Conflict
 - a. Defining and describing
 - b. The individual
 - c. Groups
 - d. Guidelines for productive conflict
- VIII. Innovation and Change
 - a. Barriers
 - b. Models and processes
- IX. Strategic Organizational Communication
 - a. Environment

OUTCOMES AND ASSESSMENTS

Outcome 1: Demonstrate knowledge of various theories of organizational communication by identifying how theories explain organizational practice.

- **Assessment:**
 - Chapter 1 Workshop Case Study
 - Chapter 1 Discussion Question
 - Chapter 1 Quiz
 - Chapter 3 Workshop Case Study
 - Chapter 3 Discussion Question
 - Chapter 3 Quiz

Outcome 2: Distinguish among, describe and apply the functional tradition, meaning centered tradition approach and emerging perspectives to understand the processes of organizational communication.

- **Assessments**
 - Chapter 2 Workshop Case Study
 - Chapter 2 Discussion Question
 - Chapter 2 Quiz

Outcome 3: Demonstrate knowledge of the different roles of the individual and groups in organizations and the impact value systems have on those roles.

- **Assessment:**
 - Chapter 4 Workshop Case Study
 - Chapter 4 Discussion Question
 - Chapter 4 Quiz
 - Chapter 5 Workshop Case Study
 - Chapter 5 Discussion Question
 - Chapter 5 Quiz
 - Chapter 6 Workshop Case Study
 - Chapter 6 Discussion Question

- Chapter 6 Quiz

Outcome 4: Analyze communication problems and potential solutions within organizations.

- Assessment:
 - Chapter 8 Workshop Case Study
 - Chapter 8 Discussion Question
 - Chapter 8 Quiz
 - Chapter 9 Workshop Case Study
 - Chapter 9 Discussion Question
 - Chapter 9 Quiz

Outcome 5: Demonstrate understanding of approaches to leadership and conflict management in organizational settings.

- Assessment:
 - Chapter 7 Workshop Case Study
 - Chapter 7 Discussion Question
 - Chapter 7 Quiz

APPENDIX B - 1
B. A. Communication Arts

COMM 3310: Health Communication (new course)

COURSE DESCRIPTION

COMM 3310: Health Communication 3 hours

This course is an overview of the field of health communication with attention to analysis and practice of health communication relationships and messaging. Initially, the class offers an opportunity to develop and discover a personal health narrative, in an effort to become a more competent communicator and health consumer. Through a framework of the constitutive model of communication, the class examines the following health issues: patient-provider communication, healthcare systems, culture of medicine, caregiving, end of life communication, medical decision making, health promotion and behavior change campaigns, worksite health promotion, health narratives, telemedicine, computer mediated social support, health information seeking, and health entertainment and popular culture.

Course Outline:

- I. Context for Health Communication
 - A. Chapter 1: Introduction to Health Communication
 - 1. What is Health?
 - 2. What is Health CX
 - 3. Health Care Models
 - B. Landscape for Health
 - 1. Current issues in Health Care
 - 2. Impact of Social Changes
 - 3. Managed Care
 - 4. Health Care Reform

Assessment: Discussion Questions, Quiz, Cultural Artifact Assignment

- II. Roles of Patients and Professional Caregivers
 - A. Chapter 3: Patient-Caregiver Communication
 - 1. Medical talk and power
 - 2. Collaborative Communication Model
 - 3. Narrative Medicine
 - 4. Healing Environments
 - B. Chapter 4: Patient Perspectives
 - 1. Patient Socialization
 - 2. Patient Characteristics
 - 3. Satisfaction, cooperation and consent
 - 4. Illness and Personal Identity
 - C. Chapter 5: Caregiver Perspectives
 - 1. Caregiver Preparation
 - 2. Systems influence on Caregivers
 - 3. Stress and Burnout

Assessments: Discussion Questions, Quiz, Health Professional Interview

- III. Sociocultural Issues
 - A. Chapter 6: Diversity in Healthcare

1. Intersectionality Theory
 2. Socioeconomic status
 3. Health literacy, language differences
 4. Race, Gender, ethnicity, age, disabilities
- B. Chapter 7: Cultural Conceptions
1. Cultural competence and conceptions of health
 2. Social Roles and Health
 3. Sick roles, healer roles
- C. Chapter 9: eHealth, mHealth, and Telehealth
1. Why and when do folks seek eHealth
 2. How has technology influenced Health CX

Assessments: Discussion Questions, Quiz, Digital Story

- IV. Communication in Health Organizations
- A. Chapter 10: Health Care Administration, Human Resources, Marketing
1. Reimagining Health Care
 2. Human Resources
 3. Marketing
 4. Crisis Management
- B. Chapter 13 and 14
1. Background on Health Campaigns
 2. Defining the situation and benefits
 3. Analyzing and segmenting the audience
 4. Establishing campaign goals and objectives
 5. Selecting channels of communication
 6. Theories of behavior change
 7. Designing campaign messages
 8. Piloting and implementing the campaign
 9. Evaluating the campaign

Assessments: Discussion questions, quiz and health campaign analysis

Outcomes and Assessments:

Goal/Outcome 1: Understand how health is socially constructed.

Objective 1: You will demonstrate this understanding by critically evaluating the culture of medicine and the biomedical model in comparison biopsychosocial, cultural and constitutive models.

Assessment: interview with health care professional, discussion questions, quiz

Objective 2: You will demonstrate this understanding by critically evaluating how technology, culture, and body politics (i.e. gendered bodies, stigma, etc.) affect such issues as doctor-patient relationships, health information seeking, social support, and health promotion.

Assessment: cultural artifact presentation, discussion questions, quiz

Goal/Outcome 2: Understand how health narratives function for both self and audience and the role these play in health decisions.

Objective 1: You will demonstrate this understanding by reflecting on and beginning to develop and discover your own personal health narrative.

Assessment: reflection/journal entries, digital story assignment

Objective 2: You will demonstrate this understanding by designing and evaluating effective health promotion materials for campaigns and worksite health promotion.

Assessment: health campaign analysis, quiz on health theories

Objective 3: You will demonstrate this understanding by designing communication competency interventions for healthcare providers and patients which promote collaborative care.

Assessment: healthcare volunteer hours/communication intervention plan