

**OAKLAND UNIVERSITY SCHOOL OF HEALTH SCIENCES
WELLNESS, HEALTH PROMOTION, AND INJURY PREVENTION
PROGRAM**

**WHP 3800: Persuasion/Marketing in Health
Winter 2018 – CRN 11914**

Instructor: Professor Charlie Rinehart

Office Hours: Before/after class or Wednesdays 3:00-5:00pm in HHB 3125

Office: HHB 3125

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(Emails will be responded to within one business day, NOTE: I do not respond to emails after 5pm at night or on weekends; if you send me an email Friday night or on the weekend it will not be responded to until some time Monday morning, keep this in mind as the semester rolls on.)

Required text:

- Marketing Public Health: Strategies to Promote Social Change (3rd Edition) by Elissa Resnick & Michael Siegel

Course Description: The course addresses the development of health communication messages, personal branding concepts and critical analysis of persuasion strategies through various communication methods. Students will examine campaigns and social movements to enrich and improve an overall understanding of social marketing and persuasion theories. The class is designed for students to apply marketing public health methodologies through the creation of a service-learning based wellness marketing campaign.

Course Objectives: This course is designed to give students a greater understanding of the role persuasive activities play in the development of health communication and social marketing campaigns. The class emphasizes your ability to critically analyze persuasive messages, campaigns and movements as they pertain to the marketing of health images and promotions. The theoretical basis of strategies and tactics employed to shape and change opinions about health related topics will be discussed and applied to contemporary events.

Attendance Policy: Tardiness (coming late to class) is unacceptable. Attendance will be taken each class. A student who leaves class after attendance has been taken will be marked absent. Missing more than one class sessions will result in a reduction of 2%. Late arrivals will result in a 1% reduction each time.

Expectations of Students: Regular class attendance and active participation in class discussions is important. Students are encouraged to exchange ideas and to integrate personal experiences in class sessions. Students are expected to arrive for class on time and refrain from disturbing the flow of the class through conversation or distracting behavior. All communication and musical devices (cell phones, pagers, PDAs, Blackberries, iPods, etc.) are to be turned off and stored out of sight during the class. Laptops are permitted on lecture days if the student deems this necessary. No text

messaging is permitted during class. Calls must be avoided during class breaks if the call is likely to disrupt prompt return to the classroom.

Academic Conduct Policy: Cheating on examinations, plagiarism, falsifying reports/records, and unauthorized collaboration, access, or modifying of computer programs are considered serious breaches of academic conduct. The Oakland University policy on academic conduct will be strictly followed with no exceptions. See catalog under Academic Policies and Procedures.

Professional Conduct: The faculty of the School of Health Sciences believes that the conduct of a student registered or taking courses in the School should be consistent with that of a professional person. Courtesy, honesty, and respect should be shown by students toward faculty members, guest lecturers, administrative support staff, and fellow students. Similarly, students should expect faculty to treat them fairly, showing respect for their ideas and opinions and striving to help them achieve maximum benefits from their experience in the School.

Source Material: Proper sourcing of material that is not “your” original material will be required. Please use credible sources when gathering information for your speech. Credible sources include material like newspapers, legitimate websites (CNN.com, WebMD, etc.), academic journals, etc. Please be leery when using source material that can be edited by anyone (example: Wikipedia). *Wikipedia is a multilingual, web-based, free content encyclopedia...written collaboratively by volunteers...and edited by anyone with access to the Internet.* It is a **wonderful** reference, but should not be used as a final source without extensive background checking done by the speaker.

Grades: You will be graded using the following deliverables:

- Participation 10%
- Professional Branding 15%
- Social Movement Analysis 15%
- Marketing Promotion Assignment 40%
- Exam 20%

GRADING SCALE

A	100%	4.0	B	89%	3.5	C	79%	2.9	D	69%	1.9
	99%	4.0		88%	3.5		78%	2.8		68%	1.8
	98%	4.0		87%	3.4		77%	2.7		67%	1.7
	97%	3.9		86%	3.4		76%	2.6		66%	1.6
	96%	3.9		85%	3.3		75%	*2.5		65%	1.5
	95%	3.8		84%	3.3		74%	2.4		64%	1.4
	94%	3.8		83%	3.2		73%	2.3		63%	1.3
	93%	3.7		82%	3.2		72%	2.2		62%	1.2
	92%	3.7		81%	3.1		71%	2.1		61%	1.1
	91%	3.6		80%	3.0		70%	2.0		60%	1.0
	90%	3.6									
									F	≤59%	0.0

* Probation-level grade for WHP majors. A grade below 2.5 in any WHP course will result in automatic review of WHP minor/major standing and a student placed on probation.

DEFINITION OF GRADES:

A: Awarded to work that far exceeds minimum expectations, not only doing all that is required, but doing it with superior skill, creativity and thoroughness.

B: Awarded to work that is clearly above average, not only doing what is required, but doing it very well and demonstrating substantial competence.

C: Awarded to work that is average; it meets the minimum requirements, but does not demonstrate a grasp of the material beyond the rudimentary.

D: Awarded to work that is passing, but below average competency for college students. A significant amount of work is missing, or work shows little effort or thought and has many errors.

F: Awarded to work that does not meet the minimum requirements of the course, and/or demonstrate a general lack of understanding or effort.

EVALUATION

LECTURE/IN-CLASS DISCUSSION/WORKSHOPS

This class will contain lectures, discussion and workshops that will require student participation. It is highly recommended that students remain up to date with course readings to add insight during lecture/discussions.

SOCIAL MOVEMENT ANALYSIS

This assignment will allow students to analyze a wellness social movement of interest. This class will identify the essential characteristics of a social movement and how their persuasive impact can affect the positive promotion of wellness ideas and manifest behavioral changes within society. The analysis will allow for an in-depth look at a particular movement of interest chosen by the student. A presentation will be created and delivered to highlight the key aspects of this analysis.

PROFESSIONAL BRANDING

In addition to learning about different aspects of marketing this semester, the class will contain components about how to market the self. This section of the class will contain multiple workshops geared to prepare for resume writing, interview taking and professional preparation. It will allow students to access campus/outside information to help prepare specific deliverables to enhance professional skills for future application. This material will be delivered both written and in impromptu style vocal presentations.

MARKETING PROMOTION ASSIGNMENT

There will be one major group presentation in this class. The project will require students to utilize skills in the areas of persuasion, wellness and communication to design marketing promotional material for a community organization. This project must emphasize multiple areas of promotional design including intended audience, creative inspiration and deliverables. Students will showcase how persuasion and marketing are

applied during this semester. The project will require the students to work in groups, incorporate branding elements and give application of these elements to real world settings. The assignment will also be accompanied by a large scale analysis of an organization and allow for students to present outside of the classroom in a professional environment. Full requirements and rubric will be present early in the class.

EXAM(s)

The class will have one exam culminating from lecture and text material in the course. A variety of multiple choice, true/false, matching, and short answer essay questions will be used.