



Instructions: All course proposals must be signed by the Chair and Dean and submitted to the Office of Curriculum Development.

<p><b>Course Title:</b> [Blank]</p> <p><b>Course Number:</b> [Blank]</p> <p><b>Course Description:</b> [Blank]</p>	<p><b>Faculty Name:</b> [Blank]</p> <p><b>Department:</b> [Blank]</p> <p><b>College:</b> [Blank]</p>	<p><b>Proposed Semester:</b> [Blank]</p> <p><b>Proposed Year:</b> [Blank]</p> <p><b>Proposed Days and Times:</b> [Blank]</p>	<p><b>Number of Credits:</b> [Blank]</p> <p><b>Number of Hours:</b> [Blank]</p> <p><b>Number of Sections:</b> [Blank]</p>
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Current Semester	Proposed Semester	Expected Semester
<p>2017</p> <p>2018</p> <p>2019</p> <p>2020</p> <p>2021</p> <p>2022</p> <p>2023</p> <p>2024</p> <p>2025</p> <p>2026</p> <p>2027</p> <p>2028</p> <p>2029</p> <p>2030</p>	<p>2017</p> <p>2018</p> <p>2019</p> <p>2020</p> <p>2021</p> <p>2022</p> <p>2023</p> <p>2024</p> <p>2025</p> <p>2026</p> <p>2027</p> <p>2028</p> <p>2029</p> <p>2030</p>	<p>2017</p> <p>2018</p> <p>2019</p> <p>2020</p> <p>2021</p> <p>2022</p> <p>2023</p> <p>2024</p> <p>2025</p> <p>2026</p> <p>2027</p> <p>2028</p> <p>2029</p> <p>2030</p>

Three hours per week

Faculty Signature: \_\_\_\_\_

Chair Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Member: \_\_\_\_\_

Faculty: \_\_\_\_\_

Chair: \_\_\_\_\_

Dean: \_\_\_\_\_

Office of Curriculum Development: \_\_\_\_\_

1. Characterize health communication and specify the factors that contribute to effective health communication.

2. Articulate a critical understanding of basic theories (including behavior change) and models of health communication with associated phases and assumptions about the effects of the mass, social and interpersonal communication.

Are any special course fees associated with this course?  Yes  No

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**COURSE SYLLABUS**  
**Middle Georgia State University**  
**HEALTH COMMUNICATIONS**  
**HLSA 3380 CRN XXXXX**  
**SPRING 2017**  
**FULLY ONLINE**

**Instructor:**  
**Contact:**  
**Phone:**  
**Class Hours: Fully Online**

HLSA 3380 – Health Communications Credit: 3 hours Description: This course provides an

introduction to the fundamental communication principles used in health care, including provider-

- Formulate appropriate, culturally centered, and measurable media campaign objectives.
- Develop plans for media campaigns, appropriately reflecting...

summary with appropriate citations (APA format) for your final presentation.

measurable.

### Required Text:

Schiavo, Renée. *Health Communication: From Theory to Practice*. Boston, MA: Allyn and Bacon, 2007.

assistance contact

- *Be familiar with D2L (Desire 2 Learn- Brightspace):* If you need technical support at the school or visit this link <http://help.view.mcs.g.edu/itsupport/d2l/guid.aspx?docID=3004>

### Student Contract:

As a Middle Georgia State University student and as a student in this course, I agree to the following terms and conditions:

*evaluation of written work submitted for this course. At the direction of the instructor, students will be expected to submit or have their assignments submitted through this service in order to meet the requirements of this course. The papers submitted to this service will be retained by their service for the sole purpose of checking for plagiarized content in future student submissions.*

**Disability Policy:**

Students seeking academic accommodations for a special need must contact the MGSC  
Counseling and Career Center (478-471-2714) located on the second floor of the Student Life

Center on the Macon campus.

**FINAL NOTES:**

- Keep attachments small. If it is necessary to send pictures, change the size to an acceptable 250kb or less.
- No inappropriate material Do not forward virus warnings, chain letters, jokes, etc. to

Plagiarism or instructor's The copying of someone's work is forbidden

- Review, review, and then send. You cannot take back a comment that has already been sent; so it is important to double-check all writing to make sure that it clearly conveys the exact intended message.

### Evaluation

Grades are based on the quality and thoroughness of the work presented. Letter grades

Week 4 9/8/15	<b>Quiz 1 – (Chapters 1-4)</b>		
Week 5 9/15/15	Mass Media and News Media Communication, and Public Relations	Chapter 5	
Week 6 9/22/15	Community Mobilization and Citizen Engagement Professional Medical Communications	Chapter 6  Chapter 7	
Week 7 9/29/15	<b>Quiz 2 (Chapters 5-7)</b> <b>Case Study - Posted</b>		
Week 8 10/6/15	Constituency Relations and Strategic Partnerships in Health Communication Policy Communication and Public Advocacy	Chapter 8  Chapter 9	
Week 9 10/13/15	Overview of the Health Communication Planning	Chapter 10	<b>Case Study due 10/17/15</b>
Week 10 10/20/15	<b>Quiz 3 (Chapters 8-10)</b>		
Week 11 10/27/15	Situation and Audience Analysis	Chapter 11	
Week 12 11/3/15	<b>Media Critique - Posted</b> Identifying Communication Objectives and Strategies	Chapter 12	