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Courses	Distance Learning	Syllabus	Request Tracking
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New Course Form

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Attachments:

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(*denotes required fields)

1. General Information

- a. * Submitted by the College of: COMMUNICATIONS & INF STUDIES Today's Date: 9/12/2012
- b. * Department/Division: Communication
- c. * Contact Person Name: Deanna Selnow Email: Deanna.Selnow@uky.edu Phone: 257-2886
 * Responsible Faculty ID (if different from Contact): Email: Phone:
- d. * Requested Effective Date: Semester following approval OR Specific Term/Year
- e. Should this course be a UK Core Course? Yes No
 If YES, check the areas that apply:
 Inquiry - Arts & Creativity Composition & Communications - II
 Inquiry - Humanities Quantitative Foundations
 Inquiry - Nat/Math/Phys Sci Statistical Inferential Reasoning
 Inquiry - Social Sciences U.S. Citizenship, Community, Diversity
 Composition & Communications - I Global Dynamics

2. Designation and Description of Proposed Course.

- a. * Will this course also be offered through Distance Learning? Yes No
 - b. * Prefix and Number: COM 471
 - c. * Full Title: Introduction to Health Communication
 - d. Transcript Title (if full title is more than 40 characters): Intro to Health Communication
 - e. To be Cross-Listed² with (Prefix and Number):
 - f. * Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

<input checked="" type="checkbox"/> 3 Lecture	<input type="checkbox"/> Laboratory ¹	<input type="checkbox"/> Recitation	<input type="checkbox"/> Discussion
<input type="checkbox"/> Indep. Study	<input type="checkbox"/> Clinical	<input type="checkbox"/> Colloquium	<input type="checkbox"/> Practicum
<input type="checkbox"/> Research	<input type="checkbox"/> Residency	<input type="checkbox"/> Seminar	<input type="checkbox"/> Studio
<input type="checkbox"/> Other	If Other, Please explain: <input type="text"/>		
 - g. * Identify a grading system: Letter (A, B, C, etc.) Pass/Fail
 - h. * Number of credits: 3
 - i. * Is this course repeatable for additional credit? Yes No
 If YES: Maximum number of credit hours:
 If YES: Will this course allow multiple registrations during the same semester? Yes No
 - j. * Course Description for Bulletin:
 This course examines theory and research relevant to health communication including interpersonal, organizational, and mass communication approaches. Topics include the role of communication in general models of health and illness, the relationship between patients and healthcare providers, social support, and health campaigns.
 - k. Prerequisites, if any: CIS 110, CIS 111
 - l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both
3. * Will this course be taught off campus? Yes No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. * Course will be offered (check all that apply) Fall Spring Summer Winter

b. * Will the course be offered every year? Yes No

If No, explain:

5. * Are facilities and personnel necessary for the proposed new course available? Yes No

If No, explain:

6. * What enrollment (per section per semester) may reasonably be expected? 35

7. Anticipated Student Demand.

a. * Will this course serve students primarily within the degree program? Yes No

b. * Will it be of interest to a significant number of students outside the degree pgm? Yes No

If YES, explain.

8. * Check the category most applicable to this course:

- Traditional – Offered in Corresponding Departments at Universities Elsewhere
- Relatively New – Now Being Widely Established
- Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. * Is this course part of a proposed new program? Yes No

If YES, name the proposed new program:

b. * Will this course be a new requirement for ANY program? Yes No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. * Is the course 400G or 500? Yes No

If YES, the differentiation for undergraduate and graduate students must be included in the information required in 10.b. You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)

b. * The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached.

1) Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
 2) The chair of the cross-listing department must sign off on the Signature Routing Log
 3) In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)
 4) You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.
 5) In order to change a program, a program change form must also be submitted.

Rev 8/09

Submit as New Proposal Save Current Changes Delete Form Data and Attachments

**INTRODUCTION TO HEALTH COMMUNICATION
COM 471, Fall 2013**

Professor:

Office:

Office Hours:

Email Address:

Course Description: This course examines theory and research relevant to health communication including interpersonal, organizational, and mass communication approaches. Topics include the role of communication in general models of health and illness, the relationship between patients and healthcare providers, social support, and health campaigns.

Prerequisites: CIS 110, CIS 111

Student Learning Outcomes:

Upon successful completion of this course, students should be able to:

- Analyze how messages from interpersonal, organizational, and media sources affect health beliefs and behaviors.
- Evaluate the quality of communication in health and illness contexts.
- Apply this knowledge to become a more active participant in their own health care.
- Prepare an application for any number of the diverse career opportunities available to health communication professionals.

Course Objectives

- Analyze how messages from interpersonal, organizational, and media sources affect health beliefs and behaviors.
- Evaluate the quality of communication in health and illness contexts.
- Apply this knowledge to become a more active participant in their own health care.
- Prepare an application for any number of the diverse career opportunities available to health communication professionals.

Text: Additional readings will be posted to Blackboard
du Pré, A. (2010). *Communicating about health: Current issues and perspectives* (3rd ed.). New York: Oxford University Press.

Expectations:

Level of difficulty. Expect to be challenged. This course will be conducted as a seminar, which requires a higher level of accountability from each student. Some material will be presented in lecture format, but much of our time will be spent in activities and discussion. For this course to be successful, and for

you to optimally benefit from enrollment, you will need to complete the assigned readings before class. I expect you to be well-prepared to make thoughtful, respectful contributions to class discussion.

Meeting deadlines. By definition, late work is below average. Late work not only creates major time and scheduling conflicts for me, but it is unfair to those students who completed the work on time. For these reasons, any late work will incur a penalty of 10% deduction for each day it is late (including weekends). Make-up exams will not be given except under extenuating circumstances with satisfactory documentation. If such a situation arises, please contact me as soon as possible. Contacting me sooner rather than later helps your credibility and gives me more flexibility.

Quality of work. Students are expected to use correct spelling and grammar in all written and oral assignments. All written assignments must conform to the guidelines established in the sixth edition of the American Psychological Association's (APA) Publication Manual. All papers should be submitted as hard copies (please note that you are responsible for finding a working printer and stapler). I encourage you to treat your email correspondence with me as professional correspondence; this means using capitalization, punctuation, and complete sentences.

You may expect the following of me: I will be present and prepared every class except in cases of serious illness, emergency, or pre-arranged professional obligations. I will treat you with respect. I will evaluate your work fairly according to explicit criteria. I will challenge you to do your best work. I will be available to meet with you outside of class during office hours and scheduled appointments. If you have a special need that requires academic accommodation, please see me as soon as possible, and I will work with you to facilitate your participation in the course. If you feel I am not upholding these standards, please do not hesitate to let me know.

Basis for Grade:

This course employs a contract grading system, which means you will be responsible for allocating the relative weight of each component of your grade. Once you and I have signed your contract, it will be a binding agreement regarding your grade in the course. The following are the five components that will constitute your grade in this course. Each component must be included in your grading contract and must be worth no less than 10% of your final grade (please see grading contract). In this course, the following grading scale will be utilized: A = 90-100, B = 80-89, C = 70-79, D = 60-69, and F = 59 and below. The grade you earn in this course is based on exams, assignments and participation, and a final project.

Exams. There will be three exams (including a comprehensive final exam). Any course material presented in any form (e.g., lecture, readings, class discussion) may be covered in the exams. Exams may combine multiple choice, matching, true/false, and short answer items.

Assignments and participation. There will be three short assignments throughout the course of the semester. There will also be ample opportunity for class discussion. Your class participation will be assessed based on the quality, not the quantity, of your contribution to class discussions. Regular attendance is required to earn full credit for class participation (please see assignment handout).

Final project. The final project requires students to select a health communication career of interest and create an application portfolio based on research relevant to that profession. These projects will be evaluated based on quality, not on effort (please see final project handout).

TOTAL: 495 points

Grading Scale

Only students who have completed all components of the major assignments on time are eligible for a passing grade in this course.

90 – 100%: A

80 – 89%: B

70 – 79%: C

60 – 69%: D

59% and below: E

Final Exam Information: TBD

Mid-term Grade: Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Attendance and Participation

You are expected to be in class and to participate fully every day so you can benefit as much as possible from this course. This means you are expected to (a) read and consider applications of the information *before* coming to class, (b) ask questions and/or make applications in small group and large group class discussion, and (c) work to facilitate classroom interaction.

In order to accomplish these goals, you need to be in class every day. If you are absent on a day when an assignment is due or an exam is given, you will be allowed to hand in or make-up that work *only* if the absence is officially excused. You may be asked to provide official written documentation for absences. Excuses for university-sponsored activities must be made *prior* to such absences. No make-up work is available for in-class exercises, workshops, or exams unless approved in advance by your instructor.

Absences beyond two per semester will be penalized by dropping your final course grade 5% (1/2 letter grade) for each such absence. If you exceed 5 unexcused absences, you will be unable to pass this course. **Note:** Please reference the definition of excused absence in current edition of *Students Rights and Responsibilities* or on the web at <http://www.uky.edu/StudentAffairs/Code/>.

Students who are frequently tardy or unprepared may be marked absent for the day. Your instructor reserves the right to add quizzes to the class agenda if too many class members appear to be unprepared. So be prepared and on time. Preparation involves not only reading but also making notes on the reading so that you are prepared to discuss issues in depth.

For any emergency situation that arises, call the Instructional Communication Division office (257-8370) to leave a message with Michelle Elison or Erin Berger. Also, be sure to email your instructor as soon as you know about the situation.

Excused Absences

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required **prior** to the absence.

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>). There is no final exam for this class

Reasonable Accommodation Policy:

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible to discuss accommodations necessary to ensure full participation and facilitate your educational opportunities. If you have a documented disability that requires academic accommodations, please see the instructor as soon as possible.

Classroom Civility:

There are certain basic standards of classroom civility that should be adhered to, particularly on a communication course. Civility does not eliminate appropriate humor, enjoyment, or other features of a comfortable and pleasant classroom community. Classroom civility does, however, include the following:

1. Displaying respect for all members of the classroom community, both your instructor and fellow students.
2. Attentiveness to and participation in lectures, group activities, workshops, and other classroom exercises.

3. Avoidance of unnecessary disruptions during class such as texting, having private conversations, reading the newspaper, and doing work for other classes.

4. Avoidance of racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom community.

If a student consistently exhibits behavior that disrupts the class or contributes to a negative communication climate, action will be taken, including forced withdrawal from the course. In addition all university students are expected to abide by the Student Code of Conduct. You can access this five-part document at <http://www.uky.edu/StudentAffairs/DeanofStudents/conduct.htm>

Academic Integrity:

Intellectual dishonesty is a fancy term for cheating. Unless explicitly noted by the instructor, all work must be the original product of the student, and all materials taken from others must be properly cited. Cheating and plagiarism in any form, regardless of any justification, will not be tolerated. Any student whom the instructor has sufficient evidence to believe has cheated or plagiarized in the course will typically receive an automatic "E" for either the assignment or the entire course. Additional penalties may involve a letter in one's permanent record, suspension, and more. As you can see, these are extreme measures for academic offenses that we believe are serious. Policies related to cheating/plagiarism (as well as excused absences, withdrawal, incompletes, final exams and common exams) can be found in your copy of Student Rights and Responsibilities. As students and faculty in the University of Kentucky, we are all responsible for adhering to these policies. You should be particularly familiar with Senate Rules 6.3.1 and 6.3.2, which are available online at <http://www.uky.edu/StudentAffairs/Code/part2.html>.

Tentative Schedule:

Date	Unit	Topic	Reading / Due
Aug. 22	Introduction	Course introduction	
Aug. 27	Introduction	Defining health communication	Chapter 1
Aug. 29	Introduction	History of health communication	Chapter 2 (pp. 20-31) / Grading contract
Sep. 3	Interpersonal	Patient-provider communication	Chapter 3
Sep. 5	Interpersonal	Patient influences on healthcare	Chapter 5
Sep. 10	Interpersonal	Provider influences on healthcare	Chapter 4
Sep. 12	Interpersonal	Patient diversity	Chapter 6
Sep. 17	Interpersonal	Social support	Chapter 7 / Assignment 1
Sep. 19	Interpersonal	Healthcare and culture	Chapter 8
Sep. 24	Interpersonal	Stigma	Case study 12
Sep. 26	Introduction and interpersonal		EXAM 1
Oct. 1	Organizational	Healthcare organizations	Chapter 9
Oct. 3	Organizational	Healthcare insurance	Chapter 2 (pp. 31-43)
Oct. 8	Organizational	Healthcare teams	Chapter 10
Oct. 10	Organizational and media	Technology and health	

Oct. 15	Organizational and media	Risk communication	Chapter 12
Oct. 17	Organizational and media	Crisis communication	
Oct. 22	Media	Health in the media	Chapter 11
Oct. 24	Media	Designing health campaigns	Chapter 13
Oct. 29	Media	Implementing health campaigns	Chapter 14 / Assignment 2
Oct. 31	Media	Evaluating health campaigns	Case study 26
Nov. 5	Media	Entertainment education	
Nov. 7	Organizational and media		EXAM 2
Nov. 12	Emerging challenges	Communication and aging	
Nov. 26	Emerging challenges	End-of-life communication	"A hastened death" / Assignment 3
Nov. 28	Final project		Presentations / Final project
Dec. 3	Final project		Presentations
Dec. 5	Final project		Presentations
Dec. X	ALL		FINAL EXAM

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Course/ Prog ID	Display Form	Course/ Program	Request Type	College	Date
COM 249	Display Form	Course	Change	COMMUNICATION AND INFORMATION	9/24/12
COM 352	Display Form	Course	New	COMMUNICATION AND INFORMATION	8/19/12
COM 395	Display Form	Course	Change	COMMUNICATION AND INFORMATION	8/21/12
COM 398	Display Form	Course	Change	COMMUNICATION AND INFORMATION	8/21/12
COM 426	Display Form	Course	New	COMMUNICATION AND INFORMATION	8/19/12
COM 449	Display Form	Course	Change	COMMUNICATION AND INFORMATION	8/28/12
COM 452	Display Form	Course	Change	COMMUNICATION AND INFORMATION	8/28/12
COM 453	Display Form	Course	Change	COMMUNICATION AND INFORMATION	8/28/12
COM 462	Display Form	Course	Change	COMMUNICATION AND INFORMATION	8/28/12
COM 471	Display Form	Course	New	COMMUNICATION AND INFORMATION	8/19/12

Details of Course/Program ID(COM 471)

WORKITEM ID	WorkItem Status	Date	Time
000010680286	Department Received	2012-08-19	11:10 AM
000010680292	Department Approved	2012-08-19	13:43 PM
000010680298	Received by College	2012-08-19	18:43 PM
000010689260	Approved by College	2012-08-24	08:59 AM
000010717450	Received by UoC	2012-03-24	08:59 AM
000010717452	Approved by UoC	2012-09-12	08:46 AM
000010620913	Received by Senate Council	2012-09-12	08:40 AM