MGT 6340 – Health Communication for a Diverse Workforce

Course Description/Overview

This course will provide an overview of health communication from diverse perspectives. Students will learn the foundations of health communication, communicating information accurately and effectively, communication platforms, implementing communication interventions among a variety of audiences, and interpersonal communications in clinical settings. Additionally, students will learn about interpersonal behaviors and strategies to enhance effective communication skills in working with diverse populations.

Prerequisite Knowledge
None

Course Technology
Students should be familiar with the use of Microsoft Word, Excel and PowerPoint (or other acceptable presentation) software. Computer hardware, software, and peripherals compatible with Blackboard usage are required.

Class Meeting Times
This course is online and presented in an asynchronous format. Groups may choose to set up online meetings as required.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Instructor Information

Name: Rebecca Filipowicz, MPH, MS, MCHES
Title: Adjunct Faculty
Office: Virtual/Zoom
Phone: 904-377-3804
E-Mail: Rebecca.filipowicz@angelo.edu
Office Hours: By Appointment

Communicating with the Instructor
There are two primary modes of communication for this class--the "Course Q&A" section of the discussion board and electronic mail. To ensure that your questions are answered as promptly as possible, please follow the communications guidelines below:

- Course Q&A section of the discussion board: A special section of the discussion board has been set up for questions/answers about the course. This board will be monitored daily. You are strongly encouraged to respond to your peers if you know the answer or can provide guidance.
- Personal email to the instructor: Email should be used only for messages that are private in nature. Please allow up to 48 hours for response time.
Student Learning Outcomes

Upon completion of this course, students will be able to...

1. Describe the foundation of health communication
2. Describe techniques for communicating health data and science
3. Identify health communication platforms
4. Describe health communication interventions and campaigns
5. Describe clinician and patient perspectives in health communication
6. Identify interpersonal behaviors and skills beneficial in all communications
7. Create a health communication plan

Course Philosophy and Additional Skills Developed: Research has established that providing opportunities for active learning in the classroom usually improves the overall learning a student takes away from a course. Furthermore, the skills outlined below are critical to developing a desire for life-long learning required to succeed in your career of choice. With this in mind, this class and the content have been developed to engage students in creative thinking, discussion, small group work, and other activities to actively engage your participation. Therefore, the following ground rules are applied to the course:

1. Active participation - Everyone - students, professor, and visitors - will actively participate in the class on a daily basis. Attendance is not only expected, but imperative. A portion of your course grade will be dependent upon your active involvement in the course.
2. Cooperation and Mutual Respect - As leaders, we must learn to create an atmosphere of trust in our work teams. This means appreciating the unique set of experiences, beliefs and values each member brings to class. Another important element of trust and respect is listening. Good leaders are notable for the ability to listen to others and ask meaningful questions. Respectful turn-taking in both sharing and listening is expected.
3. Creativity – You will be challenged to create new thought. When we think through something for the first time, we are creating our logic, purposes and reasons for thinking. We are making new assumptions. We are forming new concepts. We are asking new questions. We are making new inferences. We are working out a problem in a direction that is new to us.
4. Problem-solving – You will be required to not only identify problems but also to generate solutions and make recommendations based on a logical and thorough analysis of the alternatives.
5. Individual accountability – All members of the class will be held responsible for their own learning as well as the learning within their individual project teams.
Course Textbook and Required Readings

No Textbook is required. All readings will be assigned in a timely manner as needed and will be provided to you as PDF, in MS Word format, or as a link to an online resource.

Grading Policies

This course employs the following to measure student learning.

<table>
<thead>
<tr>
<th>Grade Calculations</th>
<th>Percent of Grade</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>8 Mini writing assignments</td>
<td>40%</td>
<td>Sundays every week</td>
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<tr>
<td>5 points each</td>
<td></td>
<td></td>
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<tr>
<td>2 Case Assessments</td>
<td>20%</td>
<td>Sept. 5</td>
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<tr>
<td>10 points each</td>
<td></td>
<td>Sept. 26</td>
</tr>
<tr>
<td>Group Health Communication Plan</td>
<td>30%</td>
<td>Outline – Sept. 15</td>
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<td></td>
<td></td>
<td>Plan – Oct. 13</td>
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<tr>
<td></td>
<td></td>
<td>Group evaluation – Oct. 13</td>
</tr>
<tr>
<td>Discussion Board Participation</td>
<td>10%</td>
<td>Sundays every Week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Personality assessment discussion – Oct. 10</td>
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</tbody>
</table>

Assessment Details

Mini Writing Assignments – 1 to 2 questions will be presented each week pertaining to the corresponding content. The answers should be thoughtful, creative and concise. The length of the response will be noted with each question and should be single spaced. The responses will either be turned in via the discussion board or in the weekly folder. You will have until the end of the weekly time period (every Sunday) to finish your assignment.

Criteria for all written assignments:

- Relevance to the issues
- Scope and thoroughness
- Logic and organization of thought
- Reference to the scientific literature in the areas related to the course where appropriate
- Integration of principles and theories described in class and in readings
- Overall writing style
- Correct grammar and spelling

Case Studies – You will be given 2 case studies to exam. You will read the case study and answer the corresponding questions in 1-2 pages – single spaced.
Criteria for case study assignments:

- Clear Explanation of the key issues
  Logic of responses/arguments – Points are logical and well supported by evidence and research.
- Interpretation and application - Demonstrates critical thinking about the topic and the student’s own impressions and interpretations
- Synthesis of Content - Various themes and concepts throughout the paper are integrated and incorporated to form even stronger support for the argument/response
- Proper organization, professional writing (grammar, spelling, references) and logical of analysis

Discussion Board Participation – Active participation in the class discussion board is required. In addition to general discussion board threads, for each weekly unit, the group you are assigned to will have a discussion scenarios. You will have until the end of the weekly time period (every Sunday) to finish your discussions. **You must use the class discussion board for communications with group members for the assignments.**

Your participation in the discussions will be graded according to the following criteria:

- Resources--did you find resources to share, did you provide a synopsis of what peers could expect to find at a site you shared?
- Contribution--did you contribute to the scholarly discussion tying facts to your response and citing resources?
- Responsiveness--did you respond to your peers in a timely fashion (3 to 4 days) to help move the discussion forward?
- Tying material together--Did you make connections between the content of the message you responded to and other perspectives?
- Depth of response--Did you take the discussion to a deeper level by asking questions or making comments (not already presented), which caused others to think about the content from a different perspective?
- Degree and quality of participation during on-campus sessions.

Communication Plan - This **group** project will include creating a communication plan for a health topic of choice. The plan will detail the following:

1. Analysis of the problem
2. Primary intervention
3. Identification of the audience and communication strategy
4. Partners
5. Evaluation strategy

A more detailed template with appropriate topics to cover will be provided on blackboard. The plan should be 3-5 pages in length single-spaced. You will be required to submit a high-level outline of your plan mid-semester. A group evaluation will also be required for each group member – which will be provided mid semester due on the last day of class. See **Group Work and Expectations** document posted in the Groups tab.
Grading Scale

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = 59 % and below.

All assignments are due by 11:59 pm (EST) on the day indicated unless otherwise specified on the course syllabus or schedule. The instructor must be notified prior to the due date for exceptions. Failure to notify the instructor may affect the student’s grade.

Response Time
Individual and group work will be graded and returned to the students within one week of the assignment due date.

Missed/Late Work
Late assignments will be penalized one letter grade per class day.

Participation/Absenteeism
Participation is essential to the successful completion of this class. Online access will be monitored on a regular basis.

Final Exam
There will be no final exam

Course Policies

Required Use of Masks/Facial Coverings by Students in Class at Angelo State University

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.
**Academic Honesty and Integrity**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code, which is in both print and web versions of the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do no violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

**Plagiarism**

Plagiarism is a serious topic covered in ASU's Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

**Copyright Policy**

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

**Code of Ethics**

Students, faculty, administrators and professional staff of the Norris-Vincent College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one’s actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
Respect the basic dignity of others by treating them as one would wish to be treated

**Courtesy and Respect**

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.

**Accommodations for Disability**

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
Dallas.Swafford@angelo.edu

**Title IX**

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:
Fall/2021

- Online: www.angelo.edu/incident-form
- Face to Face: Mayer Administration Building, Room 210
- Phone: 325-942-2022
- Email: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit: www.angelo.edu/title-ix.

**Student absence for religious holidays**

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

**Incomplete as a Course grade**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". A graduate student will be allowed one year to remove a grade of "I" before it automatically becomes an "F". To graduate from ASU, a student must complete all "I's".

**Grade Appeal Process**

As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.