



Undergraduate Course Syllabus

HCM 210: Health Promotion

Center: Online

Credits: 3

Course Prerequisites

None

Course Description

Health Promotion is a problem-based course designed to give students an overview of health promotion issues, explore selected current topics in health and health policy from a national and global perspective, and investigate the consequences these issues have for the health status of individuals, populations, and society. This course will provide the theoretical foundation to look at issues to change health behaviors. Healthy People 2020 and the national health agenda will be explored. The concepts of health literacy, consumer advocacy, and their impact of health promotion will be explored.

Course Outcomes

- Define the concepts of health and illness with regard to the changing social, historical, and cultural factors that influence the definition of health and illness and the individual and social reactions to these phenomena
- Develop a critical understanding of a range of theoretical approaches to health promotion by analyzing and judging the merits and limitations of theories, methods, and strategies pertinent to health promotion to diverse populations
- Recognize that health promotion in a global society primarily involves changing the social and physical conditions that either produce illness or disease, or enhance health
- Describe the differences between Health People 2020 and the United Nations Millennium goals
- Develop a health promotion project and interventions for a specific region or nation using the theories and foundations of health promotion, change theory, and health literacy with a focus on diverse populations

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th Ed.). Washington, DC. ISBN: 9781433805615

Cottrell, R.R., Girvan, J.T., & McKenzie, J.F. (2015). *Principles and foundations of health promotion and education*. (6th Ed.). San Francisco, CA: Benjamin Cummings. ISBN: 9780321927149

Instructor Availability and Response Time

Your class interaction with your instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be active in Blackboard at least five days a week, and you will normally communicate with your instructor in the open Blackboard discussion forum so that your questions and the instructor's answers benefit the entire class. You should send emails directly to your instructor only when you need to discuss something of a personal or sensitive nature, and in those cases your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussion	7	4	28
Case study	2	8	16
TTM Paper	1	16	16
Reflection Journal	5	2	10
Quiz	3	10	30
		Total Course Points:	100

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	<i>Total Points. 100</i>	
		Points	Points Equivalent
			<i>Lower Upper</i>
A	93-100	4	93 100
A-	90-92	3.67	90 92
B+	87-89	3.33	87 89
B	83-86	3	83 86
B-	80-82	2.67	80 82
C+	77-79	2.33	77 79
C	73-76	2	73 76
C-	70-72	1.67	70 72
D+	67-69	1.33	67 69
D	60-66	1	60 66
F	0-59	0	0 59
I	Incomplete		
IF	Incomplete/Failure*		
IP	In Progress (past end of term)		
W	Withdrawn		

*Incomplete and Incomplete/Failure: Any student requesting an "I" grade must complete a Student Petition and Contract for a Grade of Incomplete and submit it to the proper offices prior to the final day of the term/semester. The petition will specify a deadline by which the coursework must be completed. The incomplete automatically becomes an "IF" if work has not been completed and a grade has not been submitted by the specific deadline.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. All assignments are due by 11:59 p.m. Eastern Time on the last day of the module week.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	<p>Introduction to the Profession of Health Promotion and Education</p> <p>Cottrell et al.(2012): Chapters 1 and 2</p> <p>1-1 Discussion: Measures of health in the community</p> <p>1-2 Reflection Journal: Roles of a Health Educator</p>
2	<p>Planning for Change in Health Promotion</p> <p>Cottrell et al. (2012): Chapter 4</p> <p>2-1 Discussion: Smoking Cessation and MAP-IT</p> <p>2-2 TTM Paper: Introduction to Client Health Behavior Assessment</p> <p>2-3 Discussion: Needs Assessments</p> <p>2-4 Quiz: Chapters 1 and 2</p>
3	<p>Philosophical Foundations of Health Promotion and Education</p> <p>Cottrell et al. (2012): Chapter 3</p> <p>3-1 Reflection Journal: Roles of a Health Educator</p> <p>3-2 Review: TTM Paper</p> <p>3-3 Case Study</p>
4	<p>Communication and Collaboration</p> <p>4-1 Discussion: Health Literacy</p> <p>4-2 Reflection Journal: Communication Style</p> <p>4-3 Discussion: Using PowerPoint</p>
5	<p>Ethical Dilemmas in the Health Promotion and Education Field</p> <p>Cottrell et al. (2012): Chapter 5</p> <p>5-1 Case Study: Ethical Theory</p> <p>5-2 Review: TTM Paper</p> <p>5-3 Reflection Journal: Ethical Decision-Making</p> <p>5-4 Quiz: Chapters 3 and 4</p>
6	<p>Funding and Sustaining Health Promotion Programs</p> <p>6-1 Discussion: Program Budget</p> <p>6-2 TTM Paper: Client Health Behavior Assessment</p>
7	<p>Collaboration and Implications of Evidence-Based Literature in Health Promotion Education</p> <p>Cottrell et al. (2012): Chapters 8 and 9</p> <p>7-1 Discussion: Agency Collaboration</p>
8	<p>Where We Go From Here: Trends in Health Promotion and Education</p> <p>Cottrell et al. (2012): Chapter 10</p> <p>8-1 Reflection Journal: Roles of a Health Educator</p> <p>8-2 Quiz: Chapters 5 and 6</p>

Attendance Policy

Online students are required to post to the Blackboard discussion board during the first week of class. If a student does not submit a posting to the discussion board during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Guide to Student Success

Review the [guide to student success](#).

Diversity and Disability Statement

The College of Online and Continuing Education (COCE) at SNHU values diversity and inclusion. SNHU strives to create inclusive and welcoming academic environments. If there are aspects of the instruction or design of this course that present barriers to your inclusion, please notify the Disability Resource Center (DRC) as soon as possible. We will work with you and your instructor to address needs and concerns.

We encourage all students with known or suspected physical, medical, sensory, psychiatric, and/or learning disabilities to register with the Disability Resource Center (DRC) in order to assess learning needs and take advantage of available academic accommodations and support services. We look forward to hearing from you. Our contact information is below.

Disability Resource Center (DRC)

(877) 591-4723 (select option 4)

(877) 520-8916 (fax)

drc@snhu.edu

We welcome COCE students, faculty, and staff to consult with the Disability Resource Center (DRC) on disability-related questions or concerns.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).