



Graduate Course Syllabus

COM 576: Health Communication and Culture

Center: Online

Course Prerequisites

COM-500 or COM-510

Course Description

Health literacy is an increasingly important component of any health care system as patients and communities struggle to integrate appropriate interventions, and these interventions are always shaped by the cultural and social contexts of the communities affected. This course provides an advanced investigation into relevant cultural concepts that shape health care and health communication, focusing on strategies to improve health literacy ethically and empathically.

Course Outcomes

- Evaluate the application of cultural literacy and sensitivity standards within targeted health communication campaign
- Develop behavior change and education communication strategies based on the characteristics and needs of diverse target populations
- Apply research and information literacy skills in the investigation, interpretation, and evaluation of data related to health communication strategies
- Analyze the diverse cultural and social understandings of health and medical care using a critical lens

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.

The Routledge Handbook of Health Communication

Teresa L. Thompson, Roxanne Parrott, and Jon F. Nussbaum (Eds.)

Routledge

Second Edition

2011

ISBN: 978-0-415-88315-3

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	9	25	225
Blogs	3	30	90
Final Project			
Milestone One: Health Campaign Topic	1	40	40
Milestone Two: Annotated Bibliography	1	60	60
Milestone Three: Outline	1	70	70
Milestone Four: Presentation Draft, Part I	1	75	75
Milestone Five: Presentation Draft, Part II	1	80	80
Final Product	1	360	360
		Total Course Points:	1,000

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: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

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

Module	Topics and Assignments
1	Multidisciplinary Approaches to Health Communications <i>The Routledge Handbook of Health Communication</i> , Sections I and II 1-1 Discussion: The Everyday Health Experience 1-2 Final Project Review: An Integrated Health Communication Campaign
2	Direct Communications With Patients <i>The Routledge Handbook of Health Communication</i> , Section IV 2-1 Discussion: Doctor-Patient Communication 2-2 Blog: Dr. Watson's Keynote Address at the International Association for Human Caring 2-3 Final Project Milestone One: Topic for a Health Communications Campaign
3	Tools of Health Communications <i>The Routledge Handbook of Health Communication</i> , Section III 3-1 Discussion: Health Information Seeking Behaviors (HISB) 3-2 Final Project: Milestone Two: Annotated Bibliography
4	Health Literacy and Its Application <i>The Routledge Handbook of Health Communication</i> , Sections V and VI 4-1 Discussion: Health Literacy 4-2 Final Project: Continue Work
5	Comprehending Patient Uncertainty and Health Communications <i>The Routledge Handbook of Health Communication</i> , Review Section VI 5-1 Discussion: Medical Stigma 5-2 Final Project Milestone Three: Outline
6	Health Communications Methods Related to Health Disparities 6-1 Discussion: Health Disparities 6-2 Blog: Social Media in Health Communications
7	Evaluating Health Communications in Light of Marketing, PR, and Other Similar Activities 7-1 Discussion: Other Interrelated Disciplines 7-2 Final Project Milestone Four: Presentation Draft Part I

8	How Health Communication Research Can Influence a Campaign <i>The Routledge Handbook of Health Communication</i> , Section VII 8-1 Final Project Milestone Five: Presentation Draft Part II
9	The Interrelationship of Communications to Other Health Disciplines 9-1 Discussion: Complementing Operations and Maintaining Skills 9-2 Blog: Obtaining and Maintaining Health Communications Credentials
10	Complete and Round Out Health Communications Campaigns 10-1 Discussion: Risk and Crisis Planning in a Health Communications Campaign 10-2 Final Project Submission: Health Communications Campaign Presentation

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a posting to the graded assignment/discussion 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 Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oad@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability Services](#) webpage.

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](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please email assessmentcalibration@snhu.edu.