Southern New Hampshire University

Graduate Course Syllabus

COM 575: eHealth and Technology
Center: Online

Course Prerequisites
COM-500 or COM-510

Course Description
Telemedicine, eHealth, and cybermedicine are quickly becoming the new 'face' of medicine in today's world. Patients and consumers are looking for ease of access to health-care information and are met with an abundance of electronic resources. This course provides an introduction to the role of electronically-mediated communication in health communication and campaigns and asks students to engage with how technology can improve, hinder, and/or evolve health literacy and health communication practices.

Course Outcomes
- Evaluate current health communication campaigns and their use of technology to improve the dissemination, accuracy, and interest in health information
- Evaluate various technology and media tools for their effectiveness and applications in addressing health communication problems
- Analyze the role of electronically mediated communication in effective and ineffective health literacy and decision making
- Develop eHealth strategies and products that have clear objectives, effectively engage relevant audiences, and integrate appropriate communication tactics and technology tools

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.

Health Communication in the New Media Landscape
Parker, J.C., and Thorson, E.
Springer Publishing
2009
ISBN: 978-0-8261-0122-8

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	30	270
Journal	10	20	200
Short Papers	2	40	80
Milestone One	1	50	50
Milestone Two	1	50	50
Milestone Three	1	50	50
Milestone Four	1	50	50
Milestone Five	1	200	200
		Total Course Points:	950

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

		Total Points:	950	
Grade	Numerical Equivalent	Points	Points Equivalent	
			Lower	Upper
A	93-100	4.00	884	950
A-	90-92	3.67	855	883
B+	87-89	3.33	827	854
B	83-86	3.00	789	826
B-	80-82	2.67	760	788
C+	77-79	2.33	732	759
C	73-76	2.00	694	731
F	0-72	0.00	0	693
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 in Brightspace.

Module	Topics and Assignments
1	Overview of Health Communication and eHealth *Health Communication in the New Media Landscape*, Chapters 1, 2, 4, and 5 1-1 Discussion: Major Health Challenges 1-2 Final Project Review 1-3 Journal: Health Communication Careers 1-4 Short Paper: Innovative Health Communication
2	eHealth in Primary Care *Health Communication in the New Media Landscape*, Chapters 7, 10, and 11 2-1 Discussion: Digital Technology in Primary Care Practices 2-2 Journal: Technology and Primary Health Care 2-3 Short Paper: Health Literacy
3	The Role of Social Support *Health Communication in the New Media Landscape*, Chapters 8 and 9 3-1 Discussion: Advocating for Policy Change 3-2 Journal: Online Support Groups 3-3 Final Project Milestone One: Problem Overview
4	Introduction to Campaigns 4-1 Discussion: Campaign Effects 4-2 Journal: Goals and Objectives
5	Understanding the Audience 5-1 Discussion: Target Audience Challenges 5-2 Journal: Audience Segmentation 5-3 Final Project Milestone Two: Campaign Goals and Audience Segments
6	Health Communication and eHealth Theories 6-1 Discussion: The Value of Theory 6-2 Journal: Choosing a Theory
7	Designing Messages *Health Communication in the New Media Landscape*, Chapters 3 and 11 7-1 Journal: Message Design 7-2 Final Project Milestone Three: Message Concepts

8	Implementing Campaigns
	8-1 Discussion: Partnerships
	8-2 Journal: Communication Channels
	8-3 Final Project Milestone Four: Campaign Logic Model
9	Evaluating Campaigns
	9-1 Discussion: Evaluation
	9-2 Journal: Evaluation Strategies
	9-3 Final Project: Continue to Work
10	Campaign Presentations
	10-1 Discussion: Campaign Challenges
	10-2 Journal: Extending Campaign Reach
	10-3 Final Project Milestone Five: Health Communication 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: oac@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.