



Graduate Course Syllabus

COM 578: Contemporary Public Policy and Strategy

Center: Online

Course Prerequisites

COM-500 or COM-510

Course Description

Particular to the field of health communication is the significant role governmental policies, initiatives, and practices will play - from the content of one's messages to the way in which they are conveyed. Additionally, as a health communication professional, it is likely that one may be called upon to draft, disseminate, and promote health legislation and associated initiatives. In this course, students will examine contemporary legislation and health care policy trends, so as to adeptly devise strategies and craft messages for effectively communicating this essential information. Attention will be paid to best practices for responsibly addressing controversial political issues in one's health communications.

Course Outcomes

- Devise strategies and craft messages that appropriately communicate relevant health care legislation, policies, and initiatives at the institutional, community, and national levels
- Analyze political events and trends for their implications to the effective dissemination and consumption of health care information and messages
- Draft policy recommendations and potential components of legislation related to contemporary health issues and problems
- Evaluate health policy communication campaigns at the institutional, community, and national levels for their relative success in achieving strategic objectives

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 Policymaking in the United States

Beaufort B. Longest, Jr.

Health Administration Press

Sixth Edition

2016

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
Short Papers	4	50	200
Journals	3	25	75
Final Project			
Milestone One	1	60	60
Milestone Two	1	65	65
Milestone Three	1	75	75
Final Project Submission	1	300	300
		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	What Is Public Policy? <i>Health Policymaking in the United States</i> , Chapter 1 1-1 Discussion: Allocation of Health Resources 1-2 Short Paper: Tobacco Regulations in the United States 1-3 Review Final Project Document
2	Context of Policy Formation <i>Health Policymaking in the United States</i> , Chapter 2 2-1 Short Paper: The Key Players 2-2 Final Project Milestone One: Health Care Policy Selection
3	Contexts of Policy Formation: Key Players and Economics <i>Health Policymaking in the United States</i> , Chapter 2, Appendix 3-1 Discussion: Medicaid 3-2 Journal: Politics and HIV
4	Agenda Setting <i>Health Policymaking in the United States</i> , Chapter 3 4-1 Discussion: Implications of Lobbying Efforts 4-2 Journal: Interest Groups
5	The Legislative Process <i>Health Policymaking in the United States</i> , Chapter 4 5-1 Discussion: Your Role in the Legislative Process 5-2 Final Project Milestone Two: Policy Analysis: Political Events, Trends, and Issues
6	Rulemaking <i>Health Policymaking in the United States</i> , Chapter 5 6-1 Discussion: Health Policy Agencies 6-2 Short Paper: Rule Analysis
7	Communicating Policy 7-1 Discussion: Communicating Obamacare 7-2 Final Project Milestone Three: Communication Campaign Strategies on Relevant Health Care
8	Policy Operation <i>Health Policymaking in the United States</i> , Chapter 6 8-1 Discussion: Communication and Policy Operations

	8-2 Journal: Failed Policies
9	Controversial Policies 9-1 Discussion: The Government and Birth Control 9-2 Short Paper: Controversial Policy Analysis
10	Developing Competence <i>Health Policymaking in the United States</i> , Chapters 7 and 8 10-1 Discussion: Ethical Public Policy 10-2 Final Project Submission: Communication Plan

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.