COMM 472 : Advanced Health Communication: Campaigns

A. Course Description

Credits: 4

Prerequisites: COMM 372 Health Communication

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course focuses on designing, implementing, and evaluating communication campaigns designed to impact the beliefs and behaviors of people with the goal of improving health outcomes. In order to prepare Health Communication professions for work on health campaigns, the course will address identifying critical health concerns, exploring the populations and sub-populations affected, determining beliefs and/or behaviors to strategically target, developing persuasive messages, selecting specific media, and evaluating the effectiveness of the health communication campaign. Different persuasion theories and approaches will be explored, and logic models will be developed for campaigns.

B. Course Effective Dates: 08/19/2017 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Students will learn the basic structure and components of a logic model for a health communication campaign and be able to develop a logic model for a specific campaign.
2. Students will be able to identify a target population for a health communication campaign, research the target population, and devise a communication plan that is effective for the targeted population.
3. Students will know and be able to implement persuasive approaches/theories in a health communication campaign.
4. Students will learn methods to measure the specific beliefs and/or behaviors targeted to examine the campaign’s effectiveness.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Prerequisites: COMM 372 OR any 300 level or higher MKTG course OR consent of instructor.