



## HPW 410 Promoting and Marketing Wellness – Spring 2021 (3 credits)

School of Health Sciences and Wellness  
University of Wisconsin – Stevens Point



Lecture: Thursdays - 10:00 - 10:50 am, Virtual Class facilitation via Zoom:

<https://uwsp.zoom.us/j/95119313400?pwd=b1V5bWk4ckdQWnpxdmgwc2FQdGRPd09>

### A. INSTRUCTOR INFORMATION:

Instructor: Corey J. Huck, Ph.D.

Office: College of Professional Studies, CPS Room 242

Phone: 715.346.2515

Email: [corey.huck@uwsp.edu](mailto:corey.huck@uwsp.edu) (preferred method of communication)

Meet the instructor: video introduction and instructor information available on Canvas.

Virtual Office Hours: Click here to join: [Weds 9-11 am](#), Click here to join: [Thurs 1-3](#), or by appointment. Zoom links are also available on Canvas.



### B. RECOMMENDED TEXT:

Weinschenk, Susan. *How to Get People to Do Stuff: Master the art and science of persuasion and motivation.* New Riders, Pearson Education. 2013.

Supporting materials: Canvas will provide access to various journal articles, infographics, online LinkedIn learning courses, and other virtual resources.

### C. COURSE DESCRIPTION:

Assess market opportunities in wellness services, program, and facilities. Develop marketing and promotional strategies to increase the customer base, provide incentives for behavioral change and enhance revenues for wellness programs, services and facilities.

**Prerequisites:** HPW 300, HPW 304, or instructor's approval.

### D. COURSE LEARNING OUTCOMES:

Upon completion of HPW 410, students will be able to:

1. Interpret, compare, and contrast the definitions of the following terms: health promotion, health education, public health, marketing, communication, engagement, and motivation.
2. Examine models of interpersonal health behavior to appropriately establish the framework of marketing and promotional strategies.
3. Discover strategies for promoting themselves, including demonstrating effective oral communication.
4. Prepare and conduct a needs assessment for a diverse target population.
5. Establish a health promotion/marketing plan which integrates strategies to persuade, engage, and motivate the target population from LO#4.
6. Utilize technology and leverage professional writing skills to create a series of 4 promotional products/advertisements.

**E. ASSESSMENT OF LEARNING /GRADES:**

- Attendance activities (10 points for each week) = 80 points
  - Elevator Pitch Assignment = 20 points
  - Needs Assessment Assignment = 30 points
  - Team-based Promotion/Marketing Plan = 50 points
  - Promotional Artifacts (4 ads/products, 20 points each) = 80 points
  - Final Team-based Presentation = 40 points
- Total points = 300 points

(Final Grade Calculation: A = 270-300, B = 240-269, C = 210-239, D = 180-209, F = <180)\*

**\*Final grades are not rounded. Extra Credit will not be provided. Late work will not be accepted without prior approval. I understand that life is hectic during the COVID-19 pandemic, so please plan accordingly and proactively communicate issues or concerns with me. I'll do what I can to support your needs!**

**F. HOMEWORK ASSIGNMENTS & ATTENDANCE ACTIVITIES:**

- All students will be expected to actively participant in assigned handouts, articles, online videos, presentations, LinkedIn Learning class sessions, and other class material for each week.
- All materials, instructions, due dates, and links for assignments will be provided on UWSP's online learning management platform, CANVAS.
- Students will be graded on timely completion of attendance activities which may include written summaries, audio/video recordings, quizzes, discussions, and more.

**G. ATTENDANCE:**

Since the Zoom lectures will be recorded, attendance in the virtual lectures is not required but it is **strongly recommended**. **You will receive points for completing attendance activities listed in Canvas!** Students who regularly attend lectures typically achieve higher grades and perform better after graduation.

During virtual lectures, please turn off all other electronic devices, close additional windows, and focus on the task at hand! Multi-tasking often limits the value of your engagement, ability to concentrate, and think critically!

**H. DISABILITIES, RELIGIOUS BELIEFS and ACADEMIC INTEGRITY:**

- Students with disabilities should contact the Office of Disability Services during the first two weeks of the semester if they wish to receive accommodation.

- Religious beliefs will be accommodated according to UWS 22.03 as long as you notify me within the first three weeks of the beginning of classes of the specific date(s) you request relief from an examination or academic requirement.
- **Academic integrity is important:** This course is part of the UW-Stevens Point academic community, an academic community that is bound together by the traditions and practice of scholarship. Honest intellectual work – on examinations and on written assignments is essential to the success of this community of scholars. Using classmates’ responses to answer exam questions or disguising words written by others as your own undermines the trust and respect on which our course depends. The work in this course is challenging and will demand a good deal from each of you. I have every confidence that each of you can succeed. Doing your own work will enhance your sense of accomplishment when the semester comes to a close.

Additionally, the virtual classroom environment is a unique opportunity for students to share ideas, opinions, and discuss course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment.

- **Course expectations include:** arriving to the virtual class on time, being prepared for class, and keeping phones & electronic devices silenced or turned off and put away. Behaviors such as loud shouting, excessive side conversations, arriving to the virtual class under the influence of any alcohol or drugs, profane language, and verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to the instructor or other students are considered unacceptable. If any of this behavior is exhibited, you may be asked to leave the virtual class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

For additional information, please refer to the statements on Academic Standards as outlined by the Office of Student Rights and Responsibilities. You can read the full text of Chapter 14 on “Student Academic Standards & Disciplinary Procedures” at <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf>

## I. **COMMUNICATION:**

- We will be using email communication frequently throughout this class. Subsequently, please check your UWSP email account regularly (daily is advisable).
- I will respond to your email requests within 48 hours, unless otherwise specified. In many circumstances I will respond within 24 hours or sooner.
- I am not working on weekends or holidays, so please do not assume I’m respond during those times.