

HWM 385 Fall 2020 Course Syllabus

Description and Objectives

Students will develop basic marketing and promotional skills grounded in the disciplines of social marketing, health communication, and business marketing that address consumer health “needs” and customer “wants.” Students will be able to assess market opportunities in wellness services, programs, and facilities, and create marketing strategies and tactics. Emphases will be placed on best practices for behavior change, increased cost savings for employers, improved customer/employee participation, and/or revenues for wellness programs, services and facilities.

By the end of this course, you will be able to:

- Describe how marketing is a critical part of a business model.
- Identify marketing concepts, approaches, and strategies.
- Develop a comprehensive marketing and communication plan.
- Justify marketing decisions.
- Demonstrate basic verbal and written communication skills.

Prerequisite(s): HWM 325 Health Literacy.

Resources

Buying Textbooks: You are free to purchase textbooks and other materials from any vendor you choose. For more information on textbook ordering and the online bookstore, please visit [Health and Wellness Management Website](#).

Required Textbook

- Percy, L. (2018). *Strategic Integrated Marketing Communications* (3rd ed.). Routledge. ISBN-13: 978-1138058323 ISBN-10: 9781138058323

Technology

This course can be accessed anywhere, anytime, on Macs, PCs, Tablets (iPad and Android), and smartphones (iPhone and Android).

In this course, you will need access to the following:

Technology	Used for
Microsoft PowerPoint	Lesson Activities
Microsoft Word	Final Project
Adobe Acrobat Reader *	or Preview for Mac Reading and creating PDFs

Technology	Used for
Wordle or Word it Out *	Lesson Activities
Piktochart *	Lesson Activities
Canva *	Lesson Activities
Facebook, Instagram, Twitter and LinkedIn	Lesson Activities

* All of the items marked with an asterisk are free to access on the web.

Please contact your instructor if you have any questions about the textbook or technology in this course.

Grades

Assignments and Projects

- Lesson Assignments
 - Virtual Introduction is 10 points
 - Each lesson discussion is 15 points (15*6=90 points)
 - Lesson 1 activities are 40 points
 - Lesson 2 activity is 30 points
 - Lesson 3 activity is 20 points
 - Lesson 4 activity is 20 points
 - Lesson 5 activity is 40 points
 - Lesson 6 activity is 20 points
- Final Project is 200 points.

Total Possible Points

TOTAL Possible Points = 470 points

Grading Rubrics

Every activity has its own grading rubric, which you can find on the Overview and Rubric page of each lesson. The final project has its own rubric as well. It's important to review the rubric at the beginning of each lesson to understand what you'll be doing and how your work will be measured. Think of the rubric as a guide to how to do your best work in each lesson.

Grading Time

Reminder

You might submit your assignment before the due date; however, the instructor will start grading the assignments only after the due date in order to get a complete picture of all the students'

learning. Therefore, please expect to receive your grade a few days after the due date of each assignment.

Late Assignments

Assignments must be submitted prior to the posted due date. Assignments that are submitted after the due date will be assessed a 20% reduction to the grade achieved for each day it is late. If the assignment is submitted five days after the due date it will automatically receive a zero. I do understand that extenuating circumstances arise. In those cases please reach out to me via email prior to the due and include a reason for the late submission. We will then work together on a revised due date. If this deadline is missed the 20% reduction policy will apply.

Grading Scale

Percentage	Grade
90–100	A
80–89	B
70–79	C
60–69	D
< 60	F