

Syllabus for HWM 385

Marketing and Communications for Wellness Managers

IMPORTANT:

This course syllabus document contains basic information of each course. **Please refer to the content pages under the Course Information module on each course site for detailed guidelines, project information, rubrics, course/university policies, and other course-related information for each course.**

Instructor Information

Cheryl Vann

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Course Description

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.

Prerequisite(s): HWM 305 The Wellness Profession and HWM 325 Health Literacy.

Course Learning Outcomes

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.

Technology Requirements

- Microsoft PowerPoint
- Microsoft Word
- Adobe Acrobat Reader* or Preview for Mac
- Google Hangouts*
- [Wordle](#) or [Word it Out](#)*
- [Piktochart](#)*
- [PowToons](#)*

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

Grading Policy

Assignments and Projects

Lessons 1 through 7 have two activities (one project and one discussion) that make up 40% of your grade. The final project makes up 60% of your grade.

Assignment Type	Percentage of Final Grade
Lesson Activities	40%
Final Project	60%

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.

The instructor will start grading the assignments only after the due date in order to get a complete picture of all the students' learning. Late assignment policy and do over week policy are listed on the course site.

Grading Scale:

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F below 60%