

HSC 6637 – Fall 2025

Social Marketing in Health

I. General Information

CLASS MEETINGS

- 100% Online

INSTRUCTOR

- Ashlee Ossiboff, MA, MS, PhD, MCHES, NBC-HWC
- **Office:** FLG 20
- **Phone:** (352) 294-1023
- **Office Hours:** Wednesday 10-11:30 am, Thursday 10:45-12:15
- **Email:** ahoffmanossiboff@ufl.edu

COURSE COMMUNICATION

ALL communication through the Canvas inbox tool. Expect responses through this modality during normal, weekday business hours (9am-5pm).

Canvas Inbox: tool in the left panel. This is to prioritize student needs and execute the question.

Course Announcements: Students are sent weekly (and supplemental) announcements throughout the course. These are created to assist and respond to any potential concerns. Reading these communications is a REQUIREMENT of the course.

COURSE DESCRIPTION

The aim of this course is to provide you with an understanding of contemporary theory and practices in social marketing, focusing on the promotion of health behavior change and behavior management strategies. Key topics include identifying research requirements and resources, targeting specific markets, analyzing the target audience and competition, strategizing the product, price, place, and promotion aspects of marketing offerings, implementing and assessing social marketing initiatives, and exploring ethical considerations in social marketing. Through a blend of lectures, group discussion, and interactive exercises, class sessions will engage participants in active learning experiences.

For questions about course content, your grade or other personal issues, use the Canvas mail tool. Expect a response within 48 hours.

COURSE POLICIES

Quizzes

- Quizzes are random and drawn from a quiz bank.
- Lowest TWO quiz score will be dropped.

- Course includes syllabus quiz, one for each module (12 modules), and an overall quiz
- Quizzes are locked at the time they are due and CANNOT be made up for any reason (two are dropped for unexpected issues [i.e. something comes up, loss of internet access, illness, etc.]).
- Incorrect answer feedback is provided immediately following submission.
- Questions about quiz questions will be answered following the completion of the quiz by all students.
- Students have ONE WEEK from submission to view address any concerns with quiz questions (must include question [not number, since all questions are random and each student will have different questions], a specific reference from the textbook or supplemental materials presented in the module (i.e. source, page number, paragraph number, time in film, etc.-be as detailed as possible).
- Quizzes are locked at the time they are due and CANNOT be submitted late to protect the integrity of the quiz. In the event of a documented emergency, an essay-based quiz may be offered.

Assignment Submissions

- Assignments are due according to the due dates described in the directions (in the Eastern Standard time zone) and listed in course schedule/calendar
- All assignments include corresponding rubrics, under assignment directions in Canvas
- All assignments must be uploaded or submitted through the assignment listing on Canvas
- Emailed assignments will not be accepted

Microsoft Word

Microsoft Word is accessible and FREE to all UF students. It can be accessed through GatorCloud: <https://cloud.it.ufl.edu/> > Office365. Once accessed and used, document must be saved to computer via File (top toolbar) > Save As (left menu) > Download a Copy > a prompt will appear that says, Do you want to download a copy of this file and work offline? > select Download a Copy > a pop up box may appear asking about opening the file, select Save As > for most, it will save their document in the Download file. Some may have their computer settings to save to desktop (it will appear on your desktop).

Office365 can also be accessed directly through Canvas on the left button bar.

Incomplete & Corrupt File Submissions

Incomplete assignment submissions will be graded as incomplete. Corrupt file submissions will be graded as a 0. If missing components are submitted after the due date, they will be graded at 50% of the earned value of the assignment.

It is students' responsibility to ensure assignment submission is correct, viewable, and accurate. This can be done by selecting the assignment > (under Submission on right) select Submission Details > (to right of document link) select View Feedback. Students should be able to see their document.

Assignment Feedback

Depending on detail needed for each assignment submission, feedback will be provided through rubrics, on assignment comments, and directly on submitted document (select assignment > Submission Details > View Feedback [feedback looks similar to Track Changes in Microsoft Word]). Students are expected to review all feedback and incorporate it prior to the next module submission. Any questions about grading and/or feedback must be addressed within one week (7 calendar days) of when the assignment is returned.

Paraphrasing & Quotations

All assignments are designed to assess students' ability to synthesize and apply information learned in the course. Therefore, ALL assignment submissions MUST be in students' OWN words. Direct quotes ARE NOT accepted

Turnitin

All assignments in this course will be evaluated through Turnitin once submitted through Canvas. Turnitin generates a report on the originality of writing by comparing it with a database of periodicals, books, online content, a repository of previously submitted student papers, and other published work. This report helps determine appropriate use of sources, proper citation, and paraphrasing effectively —skills essential to academic performance.

Early assignment submission is encouraged to review associated Turnitin report prior to the due date. This allows the opportunity to revise, reach out with concerns, or contact the Writing Studio (<https://writing.ufl.edu/writing-studio/>) for assistance.

Original work is expected in this course. All responses must illustrate individual interpretation and presented in your own words. Assignments are used to assess student ability to understand, synthesize, and explain course content. Therefore, plagiarism of any kind is unacceptable. Similarity scores 20% and above will not be accepted and will be further reviewed for potential Honor Code Violation (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>).

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at Attendance Policies: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

Format & References

Format and references are aligned with the American Psychological Association (APA) Style Guide (7th edition). Included in assignment directions are templates to use. This course also includes a APA Format page, which includes descriptions and examples.

VIDEO RECORDING FOR ASSIGNMENTS

Some assignments and discussion activities in this course require a video component. All videos **must be embedded directly within your Canvas submission**. Videos **may not** require downloading or accessing an external site to view.

Because video files can be large and sometimes difficult to upload directly to Canvas, students are encouraged to upload their video to **YouTube (set to Unlisted)** and then embed it.

How to Embed a Video in a Canvas Assignment

1. Open the assignment and select **“Text Entry”** as the submission type.
2. In the Rich Content Editor toolbar, click the **Apps icon** (small plug/stacked shapes).
3. Choose **“YouTube”** or **“Embed”** if pasting an embed code.
4. Insert your video link or embed code.
5. Confirm the video displays in the editor before clicking **Submit**.

How to Embed a Video in a Canvas Discussion Post

1. Open the discussion and click **“Reply.”**
2. In the Rich Content Editor toolbar, click the **Apps icon**.
3. Select **“YouTube”** or paste an **embed code** using the **“Embed”** option.
4. Once inserted, ensure the video appears directly in the reply box.
5. Click **“Post Reply.”**

If you need assistance embedding your video, please contact the **UF Help Desk** or Canvas Support **well before the deadline**.

IMAGE EMBEDDING REQUIREMENTS

Some assignments and discussion posts require you to embed images directly within your Canvas submission. All images **must be embedded**—not attached as separate files—and must display clearly within the text entry area.

Please note that Canvas works best with **.png** or **.jpeg/.jpg** formats.

Images taken on an iPhone often save as **.heic**, which **Canvas does not reliably support**. If your image is in **.heic** format, you must convert it to **.png** or **.jpeg** before embedding.

How to Embed an Image in a Canvas Assignment or Discussion

1. In the Text Entry box (for assignments) or the Reply box (for discussions), place your cursor where you want the image to appear.
2. In the Rich Content Editor toolbar, click the **Image icon** (mountains/sun picture icon).
3. Choose **“Upload Image.”**
4. Select your **.png** or **.jpeg** file from your device.
5. Once uploaded, the image will automatically appear in the editor.
6. Adjust size if needed, then click **Submit** (for assignments) or **Post Reply** (for discussions).

Converting iPhone Images (HEIC → JPEG/PNG)

If your image is an **.heic** file, use one of the following options:

- **On iPhone:**
Go to *Settings* → *Camera* → *Formats* → Select *“Most Compatible”* to save future images as JPEG.
- **Convert Manually:**
Use your computer’s default photo viewer, screenshot tool, or an online converter to save the image as **.png** or **.jpeg** before uploading.

If you have difficulty embedding images, please reach out to the **UF Help Desk** or Canvas Support **before the assignment deadline**.

Make-Up Work

- Written assignments will be accepted late for 50% reduction in score. Submit work early to avoid technical problems.
- Quizzes CANNOT be made up for any reason to protect the integrity of the assessment.
- Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of

the problem. You MUST email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Extra Credit

Extra credit may be offered in this class. To take advantage of these opportunities, students must also meet the following requirements:

- Complete and submit ALL assignments with associated peer reviews.

REQUIRED READINGS & WORKS

- Lee, N. R., Cotler, P., & Colehour, J. (2023). *Social marketing: Behavior change for good*. Sage Publishing
- ISBN: 9781071851609
- Text is available through UFAllAccess. UF All Access is the University of Florida's digital course materials program. Selected courses are available through UF All Access to provide students with the lowest prices on their eBooks. Students can choose to opt into these materials and be provided instant access to their access codes for their homework systems and/or access to a digital version of their books. The charges will be billed to their student accounts automatically and if they have Financial Aid available, it will automatically pay for these charges.
 - Click here to access course codes: <https://www.bsd.ufl.edu/AllAccess/OptIn>
 - Click here for All Access support: <https://www.bsd.ufl.edu/AllAccess/Home/Support>
 - If you cannot find the answer, please email: allaccess@bsd.ufl.edu

COURSE OBJECTIVES

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

- Identify appropriate uses of social marketing in community health education.
- Discuss social marketing in terms of culture and literacy levels.
- Conduct social marketing research.
- Design social marketing plan to address public health problem.
- Evaluate case studies in social marketing.
- Analyze and critique social marketing in peer-review literature.
- Apply ethical principles that guide social marketing practice.

II. Graded Work

DESCRIPTION OF GRADED WORK

My aim as an educator is to facilitate an educational environment conducive to learning and personal growth while providing an atmosphere that engages students and provokes further interest in the designated subject area. I would like to strengthen students' confidence and belief in their ability and future. Further, I strive to increase students' capacity of lifelong learning by exposing them to various methods of learning, understanding, and participation in a diverse and captivating setting.

Individuals learn in unique ways; therefore, a variety of learning modalities (lecture, participation activities, application assignments, and class discussions) are offered and encouraged.

This class is divided into 12 modules. Each module is interactive and includes the following components:

Chapter Reading – Students will first read associated textbook chapter(s) to establish foundation of knowledge, strengthen comprehension and interaction of course information, and have a foundation of lecture information.

Lectures & Additional Engagement – After reading, students will learn more about module topics by viewing module lectures, additional readings, and other activities associated with the module.

Quiz – After learning module information, students are tested on knowledge gained by taking a 10-item quiz, designed to assess reading and lecture comprehension. Due Wednesday of corresponding module.

Marketing Design – In the culmination of the module, students engage in assignments that harness their acquired marketing techniques and integrate diverse design strategies to solve real-world marketing challenges. These assignments prompt students to conceptualize and execute comprehensive marketing campaigns, incorporating elements such as market segmentation, branding, messaging, and creative design. Through hands-on application, students refine their ability to translate theoretical knowledge into practical solutions, while also honing their creativity and critical analysis skills. These assignments not only serve as a capstone to the module but also prepare students to navigate complex marketing landscapes with confidence and proficiency.

Peer Review Requirement for Design Assignments

For each Design assignment, students are required to complete two peer reviews. These reviews are intended to help you strengthen your own skills, learn from your peers' work, and engage in constructive professional feedback. Peer reviews are automatically assigned once the assignment deadline passes. You can access your assigned reviews by opening your own submission and selecting the peer review links that appear in the top right corner.

All reviews must be completed using the provided rubric, include feedback for any criteria not fully met, highlight what was strong or well-executed, and offer at least one suggestion for improvement. Please note: perfect scores should not be given, as thoughtful critique and growth-oriented feedback are essential to the learning process.

Digital Social Marketing Portfolio – For the culminating assignment in this course, students will create a Digital Social Marketing Portfolio that showcases the work they have produced throughout the semester. This portfolio will highlight key Design assignments, demonstrating your ability to apply social marketing principles to real-world health education challenges. In addition, you will craft and present a Social Marketing in Health Education Philosophy, illustrating your understanding of the discipline and its importance within health professions. Together, these components provide a comprehensive, professional representation of your learning, growth, and readiness to apply social marketing in practice.

MINIMUM TECHNOLOGY REQUIREMENTS

The University of Florida expects students entering a program to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)
- Minimum Technical Skills

- To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

MATERIALS & SUPPLIES

There is no supply fee for this course.

Zoom

Office hours and meetings with instructor will be held through Zoom. Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the UFIT's Zoom page: <https://ufl.zoom.us/>

Grading Scale

All assignments are graded according to associated rubrics. Specific feedback on assignments and APA formatting will be provided through document feedback, submission comments, and described directly on rubric. Students are expected to review feedback and ask any questions for clarity prior to submitting future assignments. Effort to have each assignment graded and posted within one week of the due date will be made.

All questions related to grades must be asked through the Canvas Inbox within 7 days of when the grade is presented.

For information on how UF assigns grade points, visit: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

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|----|------------|--|----|------------|
| A | 93 – 100% | | C | 73 – 76.9% |
| A- | 90 – 92.9% | | C- | 70 – 72.9% |
| B+ | 87 – 89.9% | | D+ | 67 – 69.9% |
| B | 83 – 86.9% | | D | 64 – 66.9% |
| B- | 80 – 82.9% | | D- | 60 – 63.9% |
| C+ | 77 – 79.9% | | E | < 60 |

POINT BREAKDOWN

| ASSIGNMENT | POINTS EACH | POINTS TOTAL |
|---------------------------------------------------------------------|----------------|-------------------|
| Quizzes introduction, 12 modules, overall – 2 dropped | 10 points each | 120 points |
| Marketing Design 12 modules, peer introduction- 1 dropped | 10 points each | 120 points |
| Portfolio | | 50 points |
| TOTAL POINTS | | 400 points |

It is unethical and in direct violation of the UF Student Honor Code to request an unjustifiable grade adjustment. Under no circumstances will I ‘round up’ a student’s grade (an 89.99% is a B+), nor will I offer additional extra credit assignments. If a grade input error occurs, students are required to notify me as soon as possible. I will examine the eLearning grade to determine whether a calculation error has occurred. If an error occurs, the grade will be adjusted.

All assignments are graded according to associated rubrics. Specific feedback on assignments and APA formatting will be provided. Students are expected to review feedback and ask any questions for clarity prior to submitting future assignments. Effort to have each assignment graded and posted within one week of the due date will be made.

Note: Students have 7 days to review assignment grades/comments and contact the instructor with questions concerning their assignment grade. Students who fail to review their assignment scores within 7 days of the release of grades may not request retroactive adjustments on scores at the end of the term.

III. Annotated Weekly Schedule

| Week | Topics, Homework, and Assignments |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Week 1 August 21 - August 24 | Topic: <i>Course Introduction to Course</i> Summary: Familiarize students with course materials and expectations of the course. Students will engage in introductory tasks to ensure a complete understanding of course requirements and how to succeed in the course. Required Readings/Works: <ul style="list-style-type: none"> • Syllabus Assignment: <ul style="list-style-type: none"> • Quiz 0 – <i>Course Introduction</i> • Strategy 0 – <i>Introduce Yourself to Peers</i> |
| Week 2 August 25 - August 31 | Topic: <i>Module 1 – Social Marketing Foundation</i> Summary: Social marketing, developed in the 1970s, is a strategic approach to addressing social issues like public health and environmental conservation, but its definition and scope are often confused with other fields, and this chapter seeks to clarify its unique role and impact. Required Readings/Works: <ul style="list-style-type: none"> • Chapter 1: Defining and Distinguishing Social Marketing Assignment: <ul style="list-style-type: none"> • Quiz 1 – <i>Foundations of Social Marketing</i> • Design 1 – <i>Create Segmentation for Social Media</i> |
| Week 3 September 1 - September 7 | Topic: <i>Module 2 – Strategic Planning & Research</i> Summary: This module teaches learners how to create effective strategic social marketing plans by outlining 10 essential steps, integrating marketing research, and providing cost-effective methods for gathering and analyzing data. Required Readings/Works: <ul style="list-style-type: none"> • Chapter 2: 10-Step Strategic Planning Model Assignment: <ul style="list-style-type: none"> • Quiz 2 – <i>Strategic Planning & Research</i> • Design 2 – <i>Foundational Research & Instagram Post</i> |
| Week 4 September 8 - September 14 | Topic: <i>Module 3 – Behavioral Change Theories</i> Summary: This module explores the importance of incorporating behavior change theories into social marketing campaigns, equipping learners with the knowledge and skills to design effective campaigns that promote positive health and social outcomes. Required Readings/Works: <ul style="list-style-type: none"> • Chapter 3: Research Options • Chapter 4: Behavior Change Theories, Models, & Frameworks Assignment: <ul style="list-style-type: none"> • Quiz 3 – <i>Behavior Change Theories</i> |

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| | <ul style="list-style-type: none"> Design 3 – <i>Apply Theory, Model, or Framework</i> |
| Week 5 September 15 - September 21 | <p>Topic: Module 4 – <i>Priority Audience</i></p> <p>Summary: This module provides a comprehensive understanding of Step 2: situation analysis in strategic planning, focusing on the components, ethical issues, and research methods involved in selecting and assessing priority audience segments.</p> <p>Required Readings/Works:</p> <ul style="list-style-type: none"> Chapter 5: Step 1: Social Issue, DEI Considerations, Purpose, Focus, / Step 2: Situation Analysis Chapter 6: Step 3: Selecting a Priority Audience <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 4 – <i>Priority Audiences</i> Design 4 – <i>Campaign Logo Poster</i> |
| Week 6 September 22 - September 28 | <p>Topic: Module 5 – <i>Goals & Objectives</i></p> <p>Summary: This overview emphasizes the importance of clear, measurable behavior, knowledge, and belief objectives in social marketing campaigns, along with setting specific goals to track and assess the success of behavior change efforts.</p> <p>Required Readings/Works:</p> <ul style="list-style-type: none"> Chapter 7: Step 4: Behavior Objectives & Target Goals <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 5 – <i>Goals & Objectives</i> Design 5 – <i>Marketing Strategies for Objectives</i> |
| Week 7 September 29 - October 5 | <p>Topic: Module 6 – <i>Audience Insights & Positioning</i></p> <p>Summary: This module provides a comprehensive understanding of audience insights, exchange theory, product, and branding in social marketing, emphasizing ethical research practices and how to apply these insights to strategy development and effective campaign promotion.</p> <p>Required Readings/Works:</p> <ul style="list-style-type: none"> Chapter 8: Step 5: Audience Insights <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 6 – <i>Audience Insights</i> Design 6 – <i>Step 5 Podcast</i> |
| Week 8 October 6 - October 12 | <p>Topic: Module 7 – <i>Desired Positioning</i></p> <p>Summary: This module focuses on positioning—shaping your program or product to hold a clear, distinctive place in the priority audience’s mind. Step 6 builds on the audience insights gathered in Step 5 to create a strong positioning statement. This statement highlights behaviors, barriers, benefits, competition, or repositioning and clearly communicates the value proposition. A well-crafted statement will guide decisions across the marketing mix and help achieve meaningful impact.</p> <p>Required Readings/Works:</p> <ul style="list-style-type: none"> Chapter 9: Step 6: Crafting a Desired Positioning Statement <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 7 – <i>Desired Positioning</i> Design 7 – <i>Position Focus Design</i> |
| Week 9 October 13 - October 19 | <p>Topic: Module 8 – <i>Product & Price</i></p> <p>Summary: This module explores the Product and Price components of social marketing, detailing the three levels of the product platform and the process of setting prices to balance the costs and benefits for the target audience in promoting behavior change.</p> <p>Required Readings/Works:</p> <ul style="list-style-type: none"> Chapter 10: Step 7.1: Product: Creating a Product Platform Chapter 11: Step 7.2: Price: Determining Incentives & Disincentives <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 8 – <i>Product & Price</i> Design 8 – <i>Create a Promotional Flier</i> |
| Week 10 October | <p>Topic: Module 9 – <i>Place & Promotion</i></p> <p>Summary: This module covers the Place and Promotion components of social marketing, focusing on optimizing access and convenience for target audiences and developing effective communication strategies to motivate desired behaviors.</p> <p>Required Readings/Works:</p> |

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| <p>20 - October 26</p> | <ul style="list-style-type: none"> Chapter 12: Step 7.3: Place: Making Access Convenient & Pleasant Chapter 13: Step 7.4: Promotion: Deciding on Messages, Messengers, Creative Strategies, & Communication Channels <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 9 – <i>Place & Promotion</i> Design 9 – <i>Place & Promotion Application</i> |
| <p>Week 11 October 27 - November 2</p> | <p>Topic: Module 10 – <i>Monitor & Evaluation</i> Summary: This overview outlines the key steps in developing an evaluation and monitoring plan, including defining objectives, selecting measurement methods, and ensuring efficient resource allocation to assess the effectiveness and relevance of marketing strategies. Required Readings/Works:</p> <ul style="list-style-type: none"> Chapter 14: Step 8 Monitoring & Evaluation <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 10 – <i>Monitor & Evaluation</i> Design 10 – <i>Place & Promotion</i> |
| <p>Week 12 November 3 - November 9</p> | <p>Topic: Module 11 – <i>Budget & Funding</i> Summary: This overview explains how to determine preliminary budgets using the objective-and-task method, emphasizing the need to define objectives, estimate costs, and explore funding sources or adjustments when budgets exceed available resources. Required Readings/Works:</p> <ul style="list-style-type: none"> Chapter 15: Step 9: Budget & Funding Plans <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 11 – <i>Budget & Funding</i> Design 11 – <i>Funding & Budget</i> |
| <p>Week 13 November 10 - November 16</p> | <p>Topic: Module 12 – <i>Marketing Implementation</i> Summary: Step 10 in the social marketing plan model focuses on developing an implementation plan that translates strategies into actionable steps, with clear responsibilities, deadlines, and cost estimates to ensure effective execution. Required Readings/Works:</p> <ul style="list-style-type: none"> Chapter 16: Step 10: Implementation & Sustaining Behavior Plans <p>Assignment:</p> <ul style="list-style-type: none"> Quiz 12 – <i>Marketing Implementation</i> Design 12 – <i>Implementation Plan</i> |
| <p>Week 14 November 24 - November 30</p> | <p>Topic: Digital Social Marketing Portfolio Summary: This week, students will focus on completing their Digital Social Marketing Portfolio, the culminating assignment for the course. This portfolio showcases the work they have produced throughout the semester and demonstrates how each component can be applied professionally in real-world health education and social marketing settings. Students should use this time to refine, organize, and finalize all materials to present a polished, cohesive portfolio. Assignment:</p> <ul style="list-style-type: none"> <i>Digital Social Marketing Portfolio</i> |
| <p>Week 15 November 24 - November 30</p> | <p>THANKSGIVING BREAK!! NO CLASS</p> |
| <p>WEEK 16a December 1 - December 3</p> | <p>Topic: <i>Course Wrap-Up</i> Summary: In our closing class session, we wrap up the course and ensure everyone is set for a strong finish. Students can submit any remaining work for partial credit, ask questions, and review their current standing in the course. This is a great time to clarify final details, check on any outstanding assignments, and make sure your grades accurately reflect your efforts throughout the semester. We will also address any last questions so to close out the course together. Assignment:</p> <ul style="list-style-type: none"> Quiz 14 – <i>Overall</i> |

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| WEEK 16b December 4 - December 5 | READING WEEK – NO CLASS |
| WEEK 17 December 8 - December 12 | FINALS WEEK – NO CLASS – NO FINAL |

VI. Required Policies

ATTENDANCE POLICY

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

STUDENTS REQUIRING ACCOMMODATION

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

UF EVALUATIONS PROCESS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. If you have any questions or concerns, please consult with the instructor or TAs in this class.

TECHNICAL DIFFICULTIES

For issues with technical difficulties for Canvas, please contact the UF Help Desk at: <http://helpdesk.ufl.edu> to an external site.

- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

HEALTH & WELLNESS

Counseling and Wellness Center: Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter We Care (<https://umatter.ufl.edu/>) to refer or report a concern and a team member will reach out to the student in distress.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit UF Student Health Care Center (<https://shcc.ufl.edu/>).

University Police Department: Visit UF Police Department (<https://police.ufl.edu/>) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room/Trauma Center: For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; UF Health Shands Emergency Room/Trauma Center (<https://ufhealth.org/locations/uf-health-shands-emergency-room-trauma-center/>).

ACADEMIC & STUDENT SUPPORT

Writing Studio: The writing studio is committed to helping University of Florida students meet their academic and professional goals by becoming better writers. Visit the writing studio online at <http://writing.ufl.edu/writing-studio/> or in 2215 Turlington Hall for one-on-one consultations and workshops.

Career Connections Center: 352-392-1601. Career assistance and counseling services UF Career Connections Center (<https://career.ufl.edu/>).

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. UF George A. Smathers Libraries Ask-A-Librarian (<https://uflib.ufl.edu/>).

Teaching Center: 352-392-2010 General study skills and tutoring: UF Teaching Center (<https://academicresources.clas.ufl.edu/>).

Academic Complaints: Office of the Ombuds. Visit the Complaint Portal webpage for more information (<https://ombuds.ufl.edu/complaint-portal/>).

Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information (<https://em.ufl.edu/complaint>).

TIPS FOR SUCCESS

- Schedule "class times." It is important to do coursework on time each week.
- Read ALL material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Take advantage of the GroupMe chat listed above. Ask for any clarification needed in the course. Do not wait to ask questions
- Complete course work well before the due dates – Sometimes things happen (WiFi goes down, car trouble, etc.)
- Back up your work to an external hard drive, thumb drive, or through a cloud service.
- ALL information for each module are described in each module page. Review ALL information PRIOR to completing any assignments or quizzes.

PRIVACY & ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- Infrastructure (Canvas)
 - <https://www.instructure.com/policies/product-privacy-policy>
 - <https://www.instructure.com/products/canvas/accessibility>
- Sonic Foundry (Mediasite Streaming Video Player)
 - <https://mediasite.com/wp-content/uploads/Mediasite-7-Content-Accessibility.pdf>
- Zoom
 - <https://www.zoom.com/en/trust/privacy/>
 - <https://www.zoom.com/en/accessibility/>
- YouTube (Google)
 - <https://policies.google.com/privacy>
 - <https://support.google.com/youtube/answer/189278?hl=en>
- Microsoft
 - <https://www.microsoft.com/en-us/privacy/privacystatement>
 - https://support.microsoft.com/en-us/office/accessibility-tools-for-microsoft-365-b5087b20-1387-4686-a0a5-8e11c5f46cdf?activetab=pivot_1%3Aprimaryr2
- Adobe
 - <https://www.adobe.com/privacy/policy.html>
 - <https://www.adobe.com/trust/accessibility.html>

DISCLAIMER

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

NETIQUETTE & COMMUNICATION COURTESY

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security: Your password is the only thing protecting you from pranks or more serious harm.

- Do not share password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

General Guidelines: When communicating online, you should always...

- Treat instructor with respect, even via email or in any other online communication.
- Always use professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, do not refer to a professor by their first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12- or 14-point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) .
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.

Email: When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send the email to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "Reply All."
- Be sure that the message author intended for the information to be passed along before you click the "Forward" button.

Discussion Boards: When posting on the discussion board in your online class, you should:

- Check to see if anyone already asked your question and received a reply before posting to the discussion board.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond, summarize all posts for the benefit of the class.
- When posting:
 - Make posts on-topic and within the scope of the course material.
 - Be sure to read all messages in a thread before replying.
 - Be brief as possible while still making a thorough comment.
 - Do not repeat someone else's post without adding something of your own to it.

- Take posts seriously. Review and edit your posts before sending.
- Avoid short, generic replies such as, “I agree.” You should include why you agree or add to the previous point.
- If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
- Always give proper credit when referencing or quoting another source.
- If you reply to a classmate’s question, make sure your answer is correct, don’t guess.
- Always be respectful of others’ opinions even when they differ from your own.
- When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
- Do not make personal or insulting remarks.
- Do not write anything sarcastic or angry.
- Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

Zoom: When attending a Zoom class or meeting, you should:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Make sure the background is not distracting or something you would not want your classmates to see.
- When in doubt use a virtual background. If you choose to use one, you should test the background out first to make sure your device can support it.
- Your background can express your personality but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don’t leave your microphone open if you don’t have to.
- If you want to speak, you can raise your hand (click the “raise hand” button at the center bottom of your screen) and wait to be called upon.