DATE: April 12, 2018

TO: Randall Hannum, Chair

College Council Curriculum Committee

FROM: Curriculum Subcommittee

**Robert Polchinski,** Unurjargal Nyambuu, Diana Mincyte (chair)

RE: Final Report for Proposal 17-16 New Course HSA 4970 Social Marketing in Healthcare

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PROPOSER: Professor Katherine Gregory, Health Services Administration

COURSE NUMBER & TITLE: HSA 4970 Social Marketing in Healthcare

CREDIT HOURS: 3 credits; 3 class hours

PREREQUISITES: HSA 3510

CATALOG DESCRIPTION:

The fundamentals of social marketing in healthcare settings, the pharmaceutical industry, disease prevention, environment health, health literacy, health promotion and emergency preparedness. Students critically examine case studies of social marketing and communication campaigns to determine effectiveness in health outcomes on targeted populations and to develop their own business proposals, media strategies and creative deliverables.

RATIONALE:

This course expands the portfolio of competencies of health administration students by offering as an elective course (BS, Health Services Administration degree) that covers methodologies employed in health care communication and public outreach. Students will demonstrate ability to strategize, implement and assess the impact of public messaging on demographic and clinical populations in conjunction with the economic and policy underpinnings inherent within contemporary healthcare settings.

Strengths

This course provides students with an entry-level understanding of key concepts and theories of social marketing for public health. Students will learn how to use the elements of effective messaging, explore the role of data and evidence in messaging, and understand how to use media as a tool, skills that are key in today’s media-rich work environments. The course also provides opportunities for students to gain hands-on experience by designing a campaign around a real local or global public health issue for a targeted audience. The course fills the need to provide a wider range of elective courses for BS students.

Weaknesses

None

Issues and Concerns Discussed

- Course outline (assignments, learning outcomes, assessment methods, grading policy)

- Catalogue description (edits)

- Consultation with affected departments (letters of support)

- CUNY course equivalencies (confirmation)

- Technology needs (software)

Subcommittee Activities

The subcommittee met with Prof. Katherine Gregory and Dean David Smith to discuss the proposal and clarify questions that the subcommittee members had. The subcommittee and proposer subsequently met with Provost Bonne August, Associate Provost Pam Brown, Program Director Joseph Bohm, Dean David Smith, and Kim Cardascia. The proposer adequately addressed all issues and concerns raised during the proposal review process.

NEW YORK CITY COLLEGE OF TECHNOLOGY

THE CITY UNIVERSITY OF NEW YORK

COLLEGE COUNCIL CURRICULUM COMMITTEE

**Proposal Number:** 17-16

**Date of Meeting:** April 11, 2018

**Present:** Katherine Gregory,Bonne August, Pam Brown, David Smith, Joseph Bohm, Kim Cardascia, **Robert Polchinski,** Unurjargal Nyambuu, Diana Mincyte

**Subcommittee Chair Checklist:**

To help you and your committee in reviewing proposals, here is a list of common areas of concern. Please use this when considering the proposal, and bring a clean copy to the meeting with the proposers, dean, and provost’s office to fill out. This will be an attachment to your final report to the committee.

X Learning outcomes (course-specific and gen ed) and assessment methods

X Balance of assignments in the week-by-week listing

X Technology expectations and outcomes for students

X Materials and activities costs for students

X Rationale (who will take the course, why is it a good idea, how will it fit onto a degree program or the gen ed offerings, transferability)

X CUR form (correct, complete, include a degree program change form if necessary?)

X Course catalog description (concise, active, sentence fragments ok, all in present tense, flexible, student-focused)

X Prerequisites

X Consultation with affected departments (potential areas of collaboration or overlap, if a prereq/coreq for classes in other depts, if required for any degrees)

X Resource needs (equipment, special facilities or materials needed, contact hours, etc)

X TIPPS – Course Equivalencies (if any)

N/A Other