

# FLORIDA ATLANTIC UNIVERSITY™

UUPC APPROVAL 10/17/16  
 UFS APPROVAL \_\_\_\_\_  
 SCNS SUBMITTAL \_\_\_\_\_  
 CONFIRMED \_\_\_\_\_  
 BANNER POSTED \_\_\_\_\_  
 CATALOG \_\_\_\_\_

## Undergraduate Programs—NEW COURSE PROPOSAL

DEPARTMENT: EXERCISE SCIENCE AND HEALTH PROMOTION

COLLEGE: EDUCATION

**RECOMMENDED COURSE IDENTIFICATION:**

PREFIX HSC COURSE NUMBER 4664 LAB CODE (L or C) \_\_\_\_\_

(TO OBTAIN A COURSE NUMBER, CONTACT [MJENNING@FAU.EDU](mailto:mjennning@fau.edu))

COMPLETE COURSE TITLE: INTRODUCTION TO PUBLIC HEALTH COMMUNICATION

Community Health Campaigns and Communication (see attached)

**EFFECTIVE DATE**

(first term course will be offered)

FALL 2016

CREDITS<sup>2</sup>:

3

**TEXTBOOK INFORMATION:**

SCHIAVO, R. (2014). HEALTH COMMUNICATION: FROM THEORY TO PRACTICE. 2<sup>ND</sup> ED. SAN FRANCISCO, CA: JOSSEY-BASS.

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR X PASS/FAIL \_\_\_\_\_ SATISFACTORY/UNSATISFACTORY \_\_\_\_\_

COURSE DESCRIPTION, NO MORE THAN THREE LINES: This course is an overview of the field of public health communication and will explore how health messages can be used to effectively persuade individuals to adopt and maintain healthy behavior. The course is interactive and blends theoretical and applied approaches for communicating effectively about health issues.

**PREREQUISITES W/MINIMUM GRADE\*:**

N/A

**COREQUISITES\*:**

N/A

**REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL)\*:**

N/A

\*DEFAULT MINIMUM PASSING GRADE IS D-. PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: MS with 18hours of health promotion/education related coursework

**WAC/GORDON RULE COURSE<sup>3</sup>**

YES \_\_\_\_\_ NO X

WAC/Gordon Rule criteria must be indicated in syllabus. Guidelines: [www.fau.edu/WAC](http://www.fau.edu/WAC)

**GENERAL EDUCATION REQUIREMENT (MARK X IN FRONT OF SELECTION)<sup>4</sup>**

- |                                                   |                                                 |
|---------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Written Communication    | <input type="checkbox"/> Society/Human Behavior |
| <input type="checkbox"/> Mathematics/Quant. Reas. | <input type="checkbox"/> Global Citizenship     |
| <input type="checkbox"/> Science/Natural World    | <input type="checkbox"/> Creative Expression    |

Must attach the appropriate General Education Course Approval Request: [www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php](http://www.fau.edu/deanugstudies/GeneralEdCourseApprovalRequests.php)

**Faculty contact, email and complete phone number:**

Elise Eifert  
[eeifert@fau.edu](mailto:eeifert@fau.edu)  
 561-297-4659

Please consult and list departments that might be affected by the new course and attach comments.<sup>5</sup>

**Approved by:**

Department Chair: [Signature]

College Curriculum Chair: [Signature]

College Dean: [Signature]

UUPC Chair: [Signature]

Undergraduate Studies Dean: [Signature]

UFS President: \_\_\_\_\_

Provost: \_\_\_\_\_

**Date:**

2/4/16

10/3/16 received

10/17/16

10/17/16

1. Syllabus must be attached; syllabus checklist recommended; see guidelines and checklist: [www.fau.edu/academic/registrar/UUPCinfo](http://www.fau.edu/academic/registrar/UUPCinfo)

2. Review Provost Memorandum: Definition of a Credit Hour [www.fau.edu/provost/files/Definition\\_Credit\\_Hour\\_Memo\\_2012.pdf](http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf)

3. WAC approval (attach if necessary)

4. Gen. Ed. approval (attach if necessary)

5. Consent of affected departments (attach if necessary)

Submit this form and syllabus to [mjennning@fau.edu](mailto:mjennning@fau.edu) seven business days before the University Undergraduate Programs Committee meeting so that materials may be viewed on the UUPC website prior to the meeting.