ADV 4930: Health Advertising for Social Good

Spring 2025

INSTRUCTOR: Yewande O. Addie, Ph.D, MPH (yewande.addie@ufl.edu)

OFFICE HOURS: By appointment

CLASS DETAILS: Asynchronous/100% Online

COURSE LITERATURE: *Tipping Point* by Malcolm Gladwell (2002)*, all readings & resources will be posted to Canvas

COURSE DESCRIPTION: This Health Advertising course is an elective course for students seeking an understanding and experience in the health intervention industry as well as what role communication science, health promotion, intervention design, and advertising play in the development, implementation, and evaluation of health communication campaigns.

COURSE POLICIES

1. **Papers or written assignments:** Papers must be typed in 12-point, Times New Roman font, double-spaced, with 1-inch margins. References should be in the most recent APA format and papers should include correct grammar, punctuation, spelling, etc. Do not rely on direct quotes from your references. You should prioritize paraphrasing in your written work and use as few direct quotations as possible. You will be evaluated on your ability to understand what you have read and your ability to synthesize ideas. Be sure to cite appropriate sources when conveying others' ideas and findings when you paraphrase (both in-text and on the reference list). If you need any additional help improving writing, please contact the university's writing center.
2. **Canvas Messaging Communication:** The Canvas Messaging platform is the primary way to contact me. I will respond to messages there within 48 hours, but typically much sooner. Messages sent to my university email, particularly those requiring urgent attention, may experience delayed responses.
3. **Late Policy:** All assignments are due on the specified dates and late work will not be accepted. Should your work be late due to an unforeseen circumstance you must notify me within 24 hours and provide documentation proving your absence is excusable. Assignments should be submitted via proper procedure in Canvas and not emailed or included in comments section. Computer problems are typically not considered an excuse for late or no submissions.
4. **Make-up Exams:** If you know now that you cannot take an exam on the date scheduled, it is your responsibility to make prior arrangements with me to make the exam before the deadline. If you are unable to complete an exam within the exam period for an unforeseen reason, you must notify me ASAP.

5. **Group Work:** Your group members will have an opportunity to evaluate your contribution to group projects. I expect that you will each participate equally and cordially. Should problems arise in your group dynamics, please set an appointment with me to discuss your concerns.
6. **Online Etiquette:** As this is an asynchronous online class, I ask that you maintain a positive and respectful virtual learning environment through all interactions. Please be thoughtful and considerate in your communication with both me and your peers, whether through discussion posts, emails, or other course-related messages. Use respectful and inclusive language, and ensure your contributions are constructive and relevant to the topic. I encourage you to engage actively with the course materials and your classmates' ideas, demonstrating attentiveness and kindness in your responses. Let's foster a supportive and respectful environment where everyone feels valued and empowered to succeed.
7. **Student Evaluations:** Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu./ Evaluations help future students and administrators know what went well and what to improve for future semesters, so they are important to complete.
8. **Technology Failures:** Should a student be experiencing technical difficulties when completing an assignment, they should reach out to the instructor for further assistance and to resolve any issues. Please note: It is important to not wait until the last minute to complete work in case of any issues with technology. If there is a campus-wide technology disruption, the entire class will automatically be granted an extension.

UNIVERSITY POLICIES

1. **Learning Accommodations:** Please let me know of any special accommodations you may need at the beginning of the semester so that I can best accommodate you. Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Please also take advantage of the many student services on campus that are meant to enhance and optimize your learning experience (e.g., Disability Services, Student Services, etc.).
2. **Academic Integrity & Dishonesty:** 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 (http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/) specifies a number of behaviors that are in violation of this code and the possible sanctions, in which we are both responsible to report if we notice them. Please familiarize yourself with university policy regarding academic dishonesty. Such instances include not citing sources, plagiarizing published sources, copying other students' work, submitting coursework

(yours or others') from previous classes, and cheating on examinations in any manner (e.g., sharing answers, looking at someone else's exam, using a cheat sheet). I have a zero-tolerance policy on academic integrity. The consequences include automatic course failure and possible expulsion from the university. Ignorance is not an excuse or defense. If you are unsure whether or not something is plagiarism, please consult the university's honor code or reach out to me to further discuss.

- 3. **Technology/Software Use:** Students must comply with [UF's Student Computing Requirements](). All faculty, staff and student of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

COURSE ORGANIZATION

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

1. Appraise current issues in health care.
2. Identify stakeholders/interestholders and key personnel necessary in the development of a health communication campaign.
3. Define the relationship between research and practice and identify why both are important in building effective campaigns.
4. Evaluate health advertising and health campaigns.
5. Develop an evaluation plan as part of a health advertisement proposal.
6. Provide and receive feedback in collaborative group projects.
7. Summarize the key steps in planning, implementing, and evaluating health advertisements and communication campaigns.

ASSIGNED WORK: Similar to future professional work environments, you will be graded on the work that you provide and submit.

1. **Discussion Responses (50 points total)**
   Engaging in thoughtful discussion is a key part of learning and developing critical thinking skills. Over the course of the semester, you will complete two discussion responses based on prompts provided. Each response will require you to reflect on the topic, demonstrate your understanding of course materials, and engage with your peers' perspectives. Focus on addressing the prompt fully, supporting your points with evidence or examples, and contributing meaningful insights. These assignments are an opportunity to apply course concepts and to connect them to real-world applications or your own interests. More details, including specific prompts, deadlines, formats and length can be found on Canvas under "Assignments."
2. **Research Model Critique (25 points total)**
   Research is a necessary and critical component in guiding practice and in the development, design, and evaluation of health advertisements or communication

campaigns. This assignment will have you identify two research models or theories from a list provided and write a one-page reflection on the assumptions made by the model or theory, examples of how it has been applied in research, and how it might apply to your personal interests and career path. This assignment is all about the application of the theory and how you can use it. More details can be found on Canvas under "Assignments."

3. **Health Advertisement Review Presentation (25 points total)**
This assignment is designed to give you practice in the evaluation and criticism of current health advertisement or communication campaign. You will be submitting your chosen advertisements or campaigns for approval by the instructor and then reviewing them individually. The presentation should include a summary of the campaign materials, message materials, strengths, weaknesses, and your overall impression on the success of the advertisement or campaign. More details can be found on Canvas under "Assignments."

4. **Gladwell Book Reflection (50 points)**
This assignment will have you provide a five-page reflection Malcom Gladwell's popular work, Tipping Point. To be clear, this assignment is not a book review. You are not being asked to summarize the book, its contents, and its core messages. You are being asked to apply those messages to your work, your life, and your future profession. More details can be found on Canvas under "Assignments."

5. **Health Messages Design Plan (150 total points)**
Team Contract Assignment (5 points total)
This assignment serves as a formal contract between your group members and yourself both as a practice in working as part of a professional group but also as a form of accountability should any issues need addressing. More information can be found in Canvas under "Files."

6. **Group Member Evaluations (20 points each x 2 evaluations = 40 points total)**
Another essential component to the success of a health advertisement or communication campaign is in the evaluation of program staff. There are two evaluations here, one at the midpoint of the semester and one after the submission of the final proposal. These group evaluations serve both as a check in on progress as well as a form of accountability for yourself and your group members. These are all submitted anonymously and only to the instructor. More details for the submission of this assignment are in Canvas under "Assignments."

7. **Final Proposal Writeup (75 points total)**
This is your major assessment for this course and will incorporate the application of several of the core concepts covered throughout this course. You will be responsible for several major sections including an executive summary, background of health issue, justification of approach, stakeholder discussion, goals and objectives, messages and message concepts, audience analysis, dissemination channels, formative research, application of research, logic model, and evaluation strategy. We will be going over this project in detail throughout the class and more details of this assignment as well as examples are in Canvas under "Assignments."

8. **Group Presentations (30 points total)**
   Just as necessary in the development of a health advertisement or communication campaign proposal is in the presentation of that proposal to a professional audience. Your fellow students as well as a health professionals and representatives will be in attendance simulating a professional presentation of your final proposals. A detailed outline of the presentation overview can be found in Canvas under "Assignments."

GRADING
Discussions (50 pts. total):
Research Model Critique (25 pts total):
Health Advertisement Review Presentation (25 pts total):
Gladwell Book Reflection (50 pts total):
Health Messages Design Plan (150 pts total):
TOTAL POINTS: 300

Note: In the event of a very low grade, please make sure to attend to the relevant drop/withdraw course dates or you will be given an incomplete (I) or a failure (E).

Course Schedule *subject to change

Week No. Class Dates	Phase 1: Background Topic	Assignments and Due Dates
1 (1/13)	Syllabus and Course Review	Preferred role assignment
2 (1/20)	Intro to Health Practice Marketing as a Team	Formation of Teams Introduce Book Assignment
3 (1/27)	Intro to Health Research How to do use library databases	Team Contracts Assignment Due
4 (2/3)	Intro to intervention design Final project assignment discussion	Submit Topic Ideas

Week No. Class Dates	Phase 2: Formative Process Topic	Assignments and Due Dates
5 (2/10)	Target Audience and Priority Populations	Theory Assignment Due

6 (2/17)	Stakeholders / Interestholders The 4 P's: Product and Price	SWOT Analysis Assignment Gladwell Book Assignment
7 (2/24)	The 4 P's: Place and Promotion	Health Ads Topic Submission

Week No. Class Dates	Phase 3: Evaluation Process Topic	Assignments and Due Dates
8 (3/3)	Team Work Week (no class)	Project draft DUE
9 (3/10)	Types of Evaluations	Evaluation DUE
10 (3/17)	Spring break – no class ☺	
11 (3/24)	Discussion: How can we find tipping points Campaign Review Presentations	Upload Campaign Review Presentation Assignment to Canvas
12 (3/31)	Careers in Health and Communications How do I market myself? Individual Group Meetings	

Week No. Class Dates	Phase 4: Final Project Prep Topic	Assignments and Due Dates
13 (4/7)	Team Work Week (no class)	
14 (4/14)	Final Presentations	Final project DUE
15 (4/21)	Self/Group Reflections	Final Group Member Evaluations