MBA C725

Managing Communications in Health Care

Fall 2021 Course Outline

Health Policy and Management

DeGroote School of Business

McMaster University

Course Objective

This course is designed to provide students with the knowledge and skills to understand strategic communication management and principles, theoretical perspectives and practices, and to apply them in the healthcare industry. The ability to communicate complex information and ideas effectively to diverse audiences is increasingly recognized as a critical element of successful healthcare organizations.

Instructor and Contact Information

Rebecca Edgar, MCM

Instructor

[edgarr@mcmaster.ca](mailto:edgarr@mcmaster.ca)

Meeting times can be set up by appointment at a mutually convenient time

Teaching Assistant

TBC

**Course website:** <http://avenue.mcmaster.ca>

Course Elements

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Credit Value: | 3 | Leadership: | Yes | IT skills: | No | Global view: | Yes |
| Avenue: | Yes | Ethics: | Yes | Numeracy: | No | Written skills: | Yes |
| Participation: | Yes | Innovation: | Yes | Group work: | No | Oral skills: | No |
| Evidence-based: | Yes | Experiential: | No | Final Exam: | No | Guest speaker(s): | No |

Course Description

This course explores concepts, research, and theories relating to healthcare communications ranging from organizational and community perspectives, to global issues and the role of media in shaping public opinion. The use of technology and social media will be explored, as will issues of transparency and confidentiality. Students will gain an understanding of the importance of best practices associated with various approaches to effective communication, including strategic communication planning. This multi-disciplinary course has been designed for students with an interest in strategic management, marketing and crisis management, health services delivery, public health, and global health. The course will be delivered in an online format in which students participate in weekly discussions and/or assignments that require them to analyze readings and/or case studies

Learning Outcomes

Upon completion of this course, students will be able to complete the following key tasks:

* Define and explain health communication
* Understand and apply theoretical frameworks related to health communication
* Understand the goals of health communication and effective strategy development to achieve these goals
* Explore the concept of health literacy from a communication perspective
* Demonstrate awareness of cultural issues in the creation of health communication plans
* Understand the role of new and traditional media in health communication
* Describe and apply the basic principles of risk and crisis communication
* Understand the role of citizen engagement in community health issues

Required Course Materials and Readings

Required:

Course materials are available on Avenue to Learn (<http://avenue.mcmaster.ca>) Free

Recommended:

Hicks, N. J, & Nicols, C. M. (2017). Health industry Communication: New Media, New Methods, New Message, 2nd Edition. Burlington, MA, United States of America: Jones & Bartlett Learning.

Purchase a copy online: [Health Industry Communication: New Media, New Methods, New Message: Hicks, Nancy, Nicols, Christina: 9781284077759: Books - Amazon.ca](https://www.amazon.ca/Health-Industry-Communication-Methods-Message/dp/1284077756/ref=sr_1_2?dchild=1&keywords=health+industry+communications&qid=1630350890&sr=8-2)

Purchase a copy via the Campus Store:

Evaluation

Learning in this course comes from readings, reflection and analysis, participation in online class discussion, and preparation of assignments. All work will be evaluated on an individual basis except where group work is expected. In these cases, group members will share the same grade unless all group members agree to an adjustment.Your final grade will be calculated as follows:

**Components and Weights**

|  |  |  |
| --- | --- | --- |
| **Participation (multiple weeks)** | Online Contributions | 45% |
| **Assignment 1 (week )** | Communication Plan: Proposal | 10% |
| **Assignment 2 (week )** | Communication Plan: Goals, Objectives, Audiences, Messaging | 20% |
| **Assignment 3 (week )** | Full Plan: Revised Assignment 1 &2, plus Strategies/Tactics, Measurement, Timeline, Budget | 25% |
| **Total** |  | **100%** |

NOTE: The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy at the following URL:

[www.mcmaster.ca/policy/Students-AcademicStudies/UndergraduateExaminationsPolicy.pdf](http://www.mcmaster.ca/policy/Students-AcademicStudies/UndergraduateExaminationsPolicy.pdf)

**Grade Conversion**

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme:

|  |  |  |
| --- | --- | --- |
| Letter Grade | Percent | Points |
| A+ | 90-100 | 12 |
| A | 85-89 | 11 |
| A- | 80-84 | 10 |
| B+ | 75-79 | 9 |
| B | 70-74 | 8 |
| B- | 60-69 | 7 |
| F | 00-59 | 0 |

**Course Deliverables**

**Participation: Online Contributions (45%)**

Tasks will be posted online for each of the weeks in which they are required to be completed. These tasks may range from reading course materials and participating in an online discussion forum to posting answers to specific questions. Students are expected to post an initial (main) response to the weekly question/s. Additionally, students are expected to participate in the overall online discussion by commenting on other students’ posts (note that the evaluation of online participation will be based on the quality of the overall contribution). Students are expected to share ideas and experiences related to the topics presented during online discussions. Further details related to online participation will be provided on Avenue to Learn.

**Assignments (Total of 55%)**

Three assignments are integrated to result in the development and submission of a final Communication Plan. Instructors will provide a detailed description of the requirements of each Assignment on Avenue to Learn. Individual assignments should be submitted using the appropriate Assignments folder on the course Avenue to Learn site by 11:59pm on the due date. Assignments are to be submitted as Microsoft Word documents.

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | Delivery | Description | Tool(s) |
| **Welcome and Overview** | Synch | Live session to review course; opportunity to ask questions/seek clarification on course requirements. Private breakout can also be requested/arranged. | Zoom |
| **Lecture Core Content** | Asynch | Weekly lecture notes. | Lectures listed by week in Content section of Avenue. |
| **Readings** | Asynch | Tied to weekly discussion prompts | Readings listed by week in Content section of Avenue. |
| **Group Discussions** | Asynch | Online discussion of lecture topics. | Discussions found on Avenue under Communications tab. |
|  |  |  |  |

Communication and Feedback

Students that are uncomfortable in directly approaching an instructor regarding a course concern may send a confidential and anonymous email to the respective Area Chair or Associate Dean:

<http://mbastudent.degroote.mcmaster.ca/contact/anonymous/>

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Administrative Assistant.

Instructors are encouraged to conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery. Instructors should provide evaluation feedback for at least 10% of the final grade to students prior to Week #8 in the term.

Academic Integrity

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at:

[www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity)

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

Authenticity/Plagiarism Detection

***Some courses may*** use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

**All submitted work is subject to normal verification that standards of academic integrity have been upheld** (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to [www.mcmaster.ca/academicintegrity.](http://www.mcmaster.ca/academicintegrity)

Courses with an On-Line Element

In this course we willuse on-line elements (e.g. e-mail, Avenue to Learn (A2L), Zoom.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

Conduct Expectations

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [*Code of Student Rights & Responsibilities*](https://secretariat.mcmaster.ca/app/uploads/Code-of-Student-Rights-and-Responsibilities.pdf) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

Missed Academic Work

***Missed Class Participation***

Where students miss class participation for legitimate reasons as determined by the Student Experience – Academic (MBA) office, the weight for that participation will be distributed across other evaluative components of the course at the discretion of the instructor.  Documentation explaining such an absence must be provided to the Student Experience – Academic (MBA) office within five (5) working days upon returning to school.

To document absences for health related reasons, please provide to Student Experience – Academic (MBA) office the [Petition for Relief for MBA Missed Term Work](http://www.degroote.mcmaster.ca/MBA/documents/relief.pdf) and the [McMaster University Student Health Certificate](http://www.degroote.mcmaster.ca/MBA/documents/McMasterUniversityDraftRevisedMedicalForm_April2009.pdf) which can be found on the DeGroote website at <http://mbastudent.degroote.mcmaster.ca/forms-and-applications/>. Please do not use the online McMaster Student Absence Form as this is for Undergraduate students only. University policy states that a student may submit a maximum of three (3) medical certificates per year after which the student must meet with the Director of the program.

To document absences for reasons other than health related, please provide Student Experience – Academic (MBA) office the [Petition for Relief for MBA Missed Term Work](http://www.degroote.mcmaster.ca/MBA/documents/relief.pdf) and documentation supporting the reason for the absence.

Late Submissions

Deadlines for assignments are set. All work must be submitted to the corresponding A2L Assignments folder on the due date and time as stated in the Course Schedule. Do not submit work by email. Late assignments will be penalized 10% for every 24 hours, or part thereof, they are submitted past their due date and time. If you anticipate being unable to complete an assignment on the due date, please contact the instructor prior to the due date.

Academic Accommodation for students with disabilities

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

<http://sas.mcmaster.ca>

Academic Accommodation for Religious, Indigenous or Spiritual Observances (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](https://secretariat.mcmaster.ca/app/uploads/2019/02/Academic-Accommodation-for-Religious-Indigenous-and-Spiritual-Observances-Policy-on.pdf) policy. Students should submit their request to their Faculty Office ***normally within 10 working days*** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

Copyright and Recording

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

Potential Modification to the Course

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

Acknowledgement of Course Policies

Your registration and continuous participation (e.g. on A2L, in the classroom, etc.) to the various learning activities of MBA C725 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

Course Schedule

MBA X700

International Human Services Accounting

Summer 2018 Course Schedule

|  |  |  |
| --- | --- | --- |
| **Week** | **Date** | **Assignment** |
| 1 - 3 | Sept 13 – 19  Sept 20 – 26  Sept 27 – Oct 3 | Module: Introduction to Health Communication  Lecture Topic: Strategic Communication Planning  Lecture Topic: Communication Theory |
| 4-6 | Oct 4 – 10  Oct 11 – 17  Oct 18 - 24 | Assignment 1 due week Sunday October 10th  Module: Organizational, Social and Cultural  Lecture Topic: Communication in Health Organizations  Lecture Topic: Health Literacy, Culture and Diversity |
| 7 - 9 | Oct 25 – 31  Nov 1 – 7  Nov 8 - 14 | Assignment 2 due Sunday November 7  Module: The Impact of Media on Health Care Organizations  Lecture Topic: Traditional and New Media  Lecture Topic: Advertising and Marketing in Health Care |
| 10 – 13 | Nov 15 – 21  Nov 22 – 28  Nov – Dec 5  Dec 6 - 10 | Module: Issues and Crises  Lecture Topic: Crisis Communications  Lecture Topic: Community Issues and Citizen Engagement  Assignment 3 due Friday December 10 |