

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

HLTH 419

WELLNESS AND BEHAVIOR CHANGE THEORIES FOR BUSINESS

COURSE DESCRIPTION

This course includes a study of theory and practice of wellness behavioral change that can be translated into the business arena. Organizational and individual intervention techniques for health promotion, marketing, and general communication campaigns will be emphasized.

RATIONALE

This course provides the process by which health information and behavioral change is developed in detail. After the goal is defined, this course discusses an intervention delivery system whereby behavioral change methodology is examined and put into practice. The need for business students is to understand broader theoretical principles that are used, or could be used, in developing and implementing health promotion programs, and to show how such approaches are applied to real-life settings.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word
- D. Switch for Marketers free download from Heath Brothers at <http://www.heathbrothers.com/resources/download/>.

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Appraise major behavioral change principles and procedures.
- B. Identify major behavioral change principles and procedures which apply to organizational and individual intervention techniques.
- C. Plan procedures for assessing and evaluating health behavior.
- D. Describe social marketing and communication theories that guide health promotion and prevention efforts.
- E. Identify some of the ways in which these theories and approaches are used in business-related health promotion efforts.
- F. Demonstrate proficiency in health education/promotion and academic competence to apply for the national CHES exam and graduate programs in health-related fields.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (2)

The student will participate in 2 Discussion Board Forums. Each discussion will consist of a thread and at least 2 replies. The Discussion Board Forums are based on topics from the readings and presentations. The instructor is looking for substantial, thoughtful, and critical discussions. Threads must be submitted by 11:59 p.m. (ET) on Thursday of the assigned module/week, and replies by 11:59 p.m. (ET) on Monday of the same module/week.

- D. Personal Health Assessment

The student will engage in a self-assessment to determine an area in his/her life in which he/she is not demonstrating an optimal level of health. The analysis will be based upon a provided template. The student will also outline current roadblocks and then provide suggestions for addressing the area of concern. This assignment must be submitted by 11:59 p.m. (ET) on Monday of Module/Week 2.

- E. Reflection Paper

The student will submit a 2–3-page paper reflecting on a provided prompt. He/She should integrate course readings, notes, and at least 1 outside text or article reference. This assignment must be submitted by 11:59 p.m. (ET) on Monday of Module/Week 5.

F. Article Review

The student will prepare a detailed review of an article provided by the instructor. The student should provide a scholarly critique of the study components and findings in a 2–4-page paper. This assignment must be submitted by 11:59 p.m. (ET) on Monday of Module/Week 6.

G. Social Marketing Initiative

The student will build a social marketing initiative based on the model outlined on p. 182 of the Sharma textbook. The model will be divided into 3 sections, which include describing the population, building a graph, and explaining how this would be promoted. This assignment must be submitted by 11:59 p.m. (ET) on **Friday** of Module/Week 8.

H. Exams (2)

There will be 2 exams during this course. The exams will consist of true/false and multiple-choice questions and will have a 1-hour time limit. The exams are open-book/open-notes and must be completed by 11:59 p.m. (ET) on Monday of the assigned module/week.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 100 pts ea)	200
Personal Health Assessment	100
Reflection Paper	100
Article Review	100
Social Marketing Initiative	200
Exams (2 at 150 pts ea)	300
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

HLTH 419

Textbooks: Heath & Heath, *Switch: How to Change Things When Change Is Hard* (2010).
 Sharma, *Theoretical Foundations of Health Education and Health Promotion* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Heath & Heath: chs. 1–3 2 presentations	Course Requirements Checklist DB Forum 1	10 100
2	Heath & Heath: chs. 4–5 1 presentation	Personal Health Assessment	100
3	Heath & Heath: chs. 6–7	Exam 1	150
4	Sharma: pp. 2–9; ch. 2 1 presentation	DB Forum 2	100
5	Sharma: ch. 3 1 presentation	Reflection Paper	100
6	Sharma: chs. 4–5 1 presentation 1 article	Article Review	100
7	Sharma: chs. 6–8 1 presentation	Exam 2	150
8	Sharma: Review ch. 8; ch. 9 3 presentations	Social Marketing Initiative	200
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.

