

West Virginia University
Davis College of Agriculture, Natural Resources and Design

Course Syllabus

HN&F 293H SPTP: Social Marketing & Environment Intervention
Spring 2015 (CRN 87995)

<u>Location/Mtg Time:</u>	Wednesday 4:00-5:50pm
<u>Credit hours:</u>	1 credit hour (you can add up to 2 more credits from Independent Study)
<u>Instructor:</u>	Melissa Olfert, DrPH, MS, RD, LD G016 Agricultural Sciences Building Phone: 304-293-1918 Email: melissa.olfert@mail.wvu.edu
<u>Office Hours:</u>	By appointment for Dr. Olfert
<u>Prerequisites:</u>	None
<u>TA:</u>	Makenzie Barr mbarr6@mix.wvu.edu
<u>Service Designation:</u>	S Designation Approved by the CS&L



Course Description:

Social Marketing and Campus Environment Intervention hybrid combined online course for students who like to be involved in a student-lead social marketing and campus environment assessment course aimed at increasing healthy lifestyles. The student will participate in the measuring of current campus environmental components such as walkability, bikeability, transportation, stairway accessibility, recreational facilities, food environment on and off campus, health programming and policies, etc. Through the social marketing component the student will work in small groups to develop interventions that include current and needed programs to promote healthful living.

Expected Learning Outcomes:

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

1. Identify and discuss the current social marketing approaches that clearly identify the health needs and issues for college freshmen especially but also college students in general.
2. Describe appropriate group approaches to social marketing and environment data collection.
3. Identify and discuss the current built environment and how to measure how it is adequate or lacking currently and over time.
4. Communicate and form highly functioning working groups with peers in both social marketing and environmental assessments.
5. The student will conclude this course with a statement of their experience of impact of their service (including data collection findings) and how it has influenced change in behavior and environment in their surroundings to make their campus healthier.

Required Materials:

There are no books required for this course.

This class will be using WVU Blackboard/eCampus for our course content and interaction. As our course is being taught concurrently with three other universities (University of Tennessee, West Virginia University, and South Dakota State University) of which many professors will be delivering content as instructors and you will have access to experts on topic areas. Also we will be using WVU eCampus for Grades.

Professor's Accessibility Policy:

I am interested and invested in your success in this class. If you have any questions, concerns, or problems, don't hesitate to contact me or come by to see me right away. Do not wait if you have a problem or need help. My preferred method of communication is in person in my office or lab. The best form of communication is by email melissa.olfert@mail.wvu.edu . I check it daily. Please do not wait if you are struggling in this course and your grade is poor. Contact us early in the course. Good luck and I hope you enjoy this class.

Academic Dishonesty:

Plagiarism in any form will not be tolerated. Any incidence of plagiarism will result in a **grade of F** and will be reported to the Vice President for Academic Affairs.

West Virginia University is committed to social justice. The instructor of this course concurs with WVU's commitment and expects to maintain a positive learning environment based upon open communication and mutual respect. Any suggestions as to how to further such an environment will be appreciated.

Attendance Policy:

There is some flexibility if prior arrangements are made with the TA. Attendance and being on time to all class is an expected part of the overall professional conduct of a WVU student. This policy is reflected in the "Statement on Student Attendance" as approved by the Faculty Senate. See <http://www.wvu.edu/~acadaff/acad/policies/attendance.htm> for more information. Any attendance and participation, which affects the student's grade, will be found in the grading criteria of the syllabus.

Weather:

We will experience some of West Virginia's most beautiful weather as classes begin and through the autumn months. It is not unusual, though, to experience some winter weather the closer we move to the end of the term that may lead to a cancellation of classes. If the University decides to close, cancel, or delay classes, an announcement is posted immediately on various websites, including www.wvu.edu and MIX.

In the cases where the University does not close and the weather is questionable, the instructor will send you an email notice or post an announcement on sole **if class is cancelled**. If no such email or announcement is made, then class will continue as normal. Any work due on the day of the cancelled class shall be due on the next scheduled class or otherwise directed by the instructor. Any student missing due to bad weather while class is still in session **must notify the instructor prior to class**. Students are responsible for getting cancellation information. In all emergency situations, however, we rely on individuals to make the best decision for themselves about their safety.

Grading:

Classroom and attendance expectations is to attend the class weekly to engage in these weekly activities:

- Assessments
- Watching the lecture
- Engaging in discussion dialogue
- Data Collection for Environmental Assessment
- Class attendance
- Preparing and implementing Fruved events

Performance Indicators For SMEI STUDENTS	Points
Planning and preparing weeks (2 weeks, 175 pts each)	325
Replying to discussion board posts (1 per week for 12 weeks)	60

Attending/staffing at least 2 events	225
Posting on Social Media/participating in challenges (1 post for 12 weeks)	120
Assessments (beginning of semester)	100
Required research documents 5 for 50 points (CITI, participation contract, media release, peer evaluations, student organization document)	50
Class attendance	120
Total	1000

Please note if you decide not to participate in the research data component then an optional writing assignment can be chosen. A 3 page summary of the individual data collected for the pre-assessment activities and a 3 page summary of the post-assessment activities and how this information will help with the overall understanding of college students health will count toward the points allotted.

Grading Scale:

A = 934-1000 93.34- 100%	A- = 900-932 90- 93.33%	B+ = 868-899 86.68-89.9%	B = 834-867 83.34-86.67%	B- = 800-833 80- 83.33%	C+ = 767-799 76.68-79.9%
C = 734-766 73.34-76.67%	C- = 700-733 70- 73.33%	D+ =668-699 66.68-69.9%	D = 634-667 63.34-66.67%	D- = 600-633 60- 63.33%	E = <600 <60%

Course Schedule:

Week	Date	Information	Event
1	Aug 17		
2	Aug 24		
3	Aug 31		
4	Sept 7		
5	Sept 14		
6	Sept 21		
7	Sept 28		
8	Oct 5		
9	Oct 12		
10	Oct 19		
11	Oct 26		
12	Nov 2		
13	Nov 9		
14	Nov 16		
15	Nov 23	Fall Recess/No Class	
16	Nov 30		
17	Dec 7	Prep Day/No Class	

Peer Reviews and Evaluations- At the end of this course you will be asked to complete evaluations on the other students you have worked with throughout the semester. You will receive 20 points for completing the evaluations on your fellow students and you will receive up to 20 points based on the evaluations your peers complete about you.

WVU Get Fruved Student Participation Contract

Fruved is a community-based participatory research project, partnering with students from our campus community (West Virginia University) to achieve our goals of changing environments, changing behaviors, and changing lives.

As a student partnering with Fruved I, _____, understand that I represent the Fruved project and that my behaviors and attitudes are a reflection of the project as a whole. Throughout my involvement with the project, I agree to always:

- **Behave in a way that reflects the values of the project:** be positive, friendly, polite, punctual, committed, respect confidential information, always utilize project social media in a way that enhances the project
- **Promote an understanding of wellness:** only provide information that you feel comfortable with and ask for help and guidance with subjects and/or topics that you have limited knowledge.
- **Practice an understanding of wellness:** Remember that as a Fruved representative, others will be looking to you and your personal practices of wellness.
- **Conduct myself in a professional manner:** dress appropriately, use program supplies and materials as intended, follow the appropriate chain of communication, and.
- **Be a responsible citizen:** no sexual contact while at Fruved activities, no sexual harassment, no substance use within the program activities, don't break the law
- **Step out of your comfort zone:** ask questions, be creative, and think out of the box
- **Take ownership:** Fruved is a student-led project, and you have a voice in it. Dare to make your voice heard!
- **Dream big and change the world!**

Name (printed): _____

Signature: _____

Date: _____

Researcher Signature: _____