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 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, application, 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 PURCHASES
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
   (Microsoft Office is available at a special discount to Liberty University students.)
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 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. 215 of the Sharma & Romas 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

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forums (2 at 100 pts ea)</td>
<td>200</td>
</tr>
<tr>
<td>Personal Health Assessment</td>
<td>100</td>
</tr>
<tr>
<td>Reflection Paper</td>
<td>100</td>
</tr>
<tr>
<td>Article Review</td>
<td>100</td>
</tr>
<tr>
<td>Social Marketing Initiative</td>
<td>200</td>
</tr>
<tr>
<td>Exams (2 at 150 pts ea)</td>
<td>300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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B. Scale

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

C. Late Assignment Policy
If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. 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**


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

DB = Discussion Board

**NOTE:** Each course 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 week ends at 11:59 p.m. (ET) on Friday.