



## Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

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**Semester:** Spring

**Course Prefix:** HLTH

**Course Title:** Social Promotions

**Year:** 2025

**Course and Section #:** 3600-X01

**Credits:** 3

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### *Course Description*

Identifies how to promote social changes to the consumer. Teaches packaging, positioning and framing of programs to appeal to more salient, powerful, and influential core values: freedom, independence, autonomy, control, fairness, democracy, and free enterprise. Discusses marketing principles, planning, implementing, and evaluation of public health programs, strategic planning, social change theory, and case studies.

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### *Course Attributes*

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

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### *Instructor Information*

**Instructor Name:** Matthew Flint

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### *Student Learning Outcomes*

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

- Describe how the application of social marketing contributes to the health and safety of individuals and communities.
- Describe the steps to an effective strategic marketing plan.
- Analyze the internal and external market environment.
- Identify target marketing, segmenting, and positioning strategies for various public health campaigns.
- Perform formative research for the creation of objectives and goals.
- Create positioning statements and mixed marketing strategies.

- Develop implementation strategies, monitoring plans, and evaluation plans for social marketing campaigns.
- Develop high-quality videos, brochures, social media content, press releases, and/or other marketing materials.
- Analyze and critique existing health campaigns and social marketing events.

## ***Course Materials and Texts***

Required materials, fees and technology

- Textbook: Lee, N. R. & Kotler, P. (2019). *Social marketing: Behavior change for social good (6th edition)*. SAGE Publications.
- Access to a computer and reliable internet connection

## ***Course Requirements***

### **Course Assignments, Assessments, and Grading Policy**

- 16 quizzes
- 7 discussions
- Individual presentation
- Team Project: 10 team worksheets, a team charter, a Qualtrics survey, promotional materials (they can choose from a variety of marketing documents, i.e. pamphlets, bulletin boards, press releases, etc.)
- Final Team Marketing Portfolio (formative research, promotional materials, final marketing presentation.
- The following grading standards will be used in this class:

<b>Grade</b>	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
<b>Percent</b>	94-100	90-93	87-89	84-86	80-83	77-79	74-76	70-73	67-69	64-66	61-63	0-60

### **Required or Recommended Reading Assignments**

12 textbook chapters

### **General Description of the Subject Matter of Each Lecture or Discussion**

Introduction to Social Marketing  
 Steps in Strategic Planning  
 Team Formation: Collaboration  
 Social Issues, Background, Purpose, and Focus

Situational Analysis  
Priority Audiences  
Audience Insights  
Formative Research  
Goals & Objectives  
Positioning  
Product  
Price  
Place  
Promotion  
Monitoring and Evaluation  
Budget & Implementation

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## ***Required Course Syllabus Statements***

### **Generative AI**

#### **Use of Artificial Intelligence Tools**

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AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.

Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to the instructor for a conversation before submitting your work.

## Technology Support Services

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For 24/7 technical support contact [Instructure's Canvas Support Live Chat](#)

(385) 204-4930 (Available 24/7)

## UVU Policies and Resources

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[Policies and Procedures](#)

[Student Success Resources](#)

[Accessibility Services](#)

### Accommodations/Students with disabilities Statement

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#### Americans with Disabilities Act and Section 504 of the Rehabilitation Act

The Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended, prohibit Utah Valley University from engaging in discrimination on the basis of disability in any program or activity. Discrimination is also prohibited in all aspects of employment against persons with disabilities who, with reasonable accommodation, can perform the essential functions of a job.

Students who believe they have been denied program access or otherwise discriminated against because of a disability are encouraged to initiate a grievance by contacting the Accessibility Services Director, Sherry Page at 801-863-8747. Employees can contact the ADA Coordinator, Irene Whittier at 801-863-8389.

Upon request, this information is available in alternative formats, such as mp3, Braille, or large print. To request this format, email [asd@uvu.edu](mailto:asd@uvu.edu).

#### Accessibility Services Statement

Students needing accommodation due to a disability including temporary and pregnancy accommodations may contact the UVU Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747. Accessibility Services is located on the Orem Campus in LC 312.

#### Academic Integrity Statement

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At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

## **Definitions and Examples:**

### **Academic Integrity**

**Definition:** Academic integrity is a basic principle which requires that students take credit only for ideas and efforts that are their own. Cheating, plagiarism, fabrication, and other forms of academic dishonesty are often defined as the submission of materials in assignments, exams, or other academic work that is based on sources that are prohibited by the faculty member or in ways that do not properly cite the source of a student's ideas and content. Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

### **Cheating**

**Definition:** the act of using or attempting to use or providing others with unauthorized information, materials or study aids in academic work. Cheating includes, but is not limited to, passing examination answers to or taking examinations for someone else, or preparing or copying others' academic work.

#### **Examples include but are not limited to:**

- Submission of work that is not the student's own for papers, assignments or exams.
- Submission or use of falsified data.
- Theft of or unauthorized access to an exam.
- Use of an alternate, stand-in or proxy during an examination.
- Use of unauthorized material including textbooks, notes or computer programs in the preparation of an assignment or during an examination.
- Supplying or communicating in any way unauthorized information to a "homework help site" such as CourseHero or to another student in the preparation of an assignment or during an examination.
- Collaboration in the preparation of an assignment. Unless specifically permitted or required by the instructor, collaboration will usually be viewed by the university as cheating. Each student, therefore, is responsible for understanding the policies of the department offering any course as they refer to the amount of help and collaboration permitted in preparation of assignments.
- Submission of the same work for credit in two courses without obtaining the permission of the instructors beforehand.

### **Plagiarism**

**Definition:**Plagiarism is the act of presenting another person’s ideas, research or writing as your own.

**Examples include but are not limited to:**

- Using another person’s exact language without the use of quotation marks and proper citation.
- Rearranging another’s ideas or material and presenting them as original work without providing proper citation.
- Submitting another’s work as one’s own; this includes purchasing work from sources such as the internet.
- Submitting a translation of someone else’s words claiming them as one’s own
- Failing to acknowledge collaborators on homework and laboratory assignments.
- Duplicating or submitting work that was originally prepared for another class without the explicit permission of the instructor; or knowingly aiding another student who is engaged in plagiarism.

**Resources:** [Citation guide](#)

## **Fabrication**

**Definition:** the use of invented information or the falsification of research or other findings.

**Examples include but are not limited to:**

- Citation of information not taken from the source indicated. This may include the incorrect documentation of secondary source materials.
- Listing sources in a bibliography not used in the academic exercise.
- Submission in a paper, thesis, lab report or other academic exercise of falsified, invented, or fictitious data or evidence, or deliberate and knowing concealment or distortion of the true nature, origin, or function of such data or evidence.
- Submitting as your own any academic exercise, (e.g., written work, printing, sculpture, etc.) prepared totally or in part by another.

We would like to acknowledge the following institutions: Northeastern University, University of Jamestown, Washington University in St. Louis, and UVU's Woodbury School of Business. This statement uses or adapts parts of their academic integrity statements or used them for inspiration.

## **Religious Accommodation Statement**

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UVU values and acknowledges a wide range of faiths and religions as part of our student body, and as such provides accommodations for students. Religious belief includes the student's faith or conscience as well as the student's participation in an organized activity conducted under the auspices of the student's religious tradition or religious organization. The accommodations include reasonable student absences from scheduled examinations or academic requirements if they create an undue hardship for

sincerely held religious beliefs. For this to occur, the student must provide a written notice to the instructor of the course for which the student seeks said accommodation prior to the event.

The UVU campus has [a place for meditation, prayer, reflection, or other forms of individual religious expression](#) as is described on their website.

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## **Equity and Title IX Statement**

Title IX states that no person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance. Students who believe they have been excluded from participation in, denied the benefits of, or discriminated against because of their sex may contact the EO/AA office to make a report, ask questions, or share concerns by email at: [titleix@uvu.edu](mailto:titleix@uvu.edu), in-person at BA-203, or by phone at: (801) 863-7999. To learn more about the Equity and Title IX office please visit us online at: <https://www.uvu.edu/equityandtitleix/>.

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### **Using Remote Testing Software**

- This course does not use remote testing software.
  
- This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

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## ***Required University Syllabus Statements***

### **Accommodations/Students with Disabilities**

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

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## **Academic Integrity**

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Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

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## **Equity and Title IX**

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – [TitleIX@uvu.edu](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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## **Religious Accommodation**

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu). If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.