

APPENDIX.

Supplementary Information to selected Proposals

CLAS Committee on Curricula and Courses

November 11, 2003

2003-145 COMM 298. Health Communication

Sample/draft syllabus

Proposed text: Communication and Health by Eileen Berlin Rey and Lewis Donohew (1990). Communication and Health. Hillside, NJ: Lawrence Erlbaum Associates. A list of supplementary reading material is also provided.

Week of :

January (Health communication context)

- Introduction to health communication: systems perspectives (Ch 1) and medical and public health influences on the research agenda (Ch 2)
- Ch 2 continued; overview of the US Healthcare system

Sources: text

Health and Healthcare 2010: The forecast, the challenge. (2000). Institute of the Future. San Francisco: Jossey-Bass Publishers. (Chapters 1 & 4)

February (Understanding the concept of health)

- 2-6 - Overview of morbidity and mortality in the US and recommended health behaviors
- Conceptualizing illness
- Health behavior models: Health Belief Model, Theory of Reasoned Action and its variants, Stages of Change models, and goal-setting models;
- Health behavior models continued (mid-term review and exams)

Sources: Healthy People 2010. (2001) U.S. Department of Health and Human Services (Chapter 1)

Readings on concepts of illness (to be determined)

Understanding and changing health behavior: From health beliefs to self-regulation. (2000). Paul Norman, Charles Abraham and Mark Conner (eds). Amsterdam: Harwood Academic Publishers (Chapters 2, 9, 13)

March (Issues in interpersonal communication)

- Patient health care (Ch 3): sources of satisfaction; adherence to healthcare provider advice; communicating risk
- Caregiver-patient relationship (Ch 4); Family caregiving (Issues in small group communication)
- Chapter 5/6 – Health communication in small groups and organizations

(Issues in mass media and public health communication)

22-26 - Chapter 7 – Health images in mass media

29-31 - Chapter 8/9 – Public Health Campaigns (models and mass media strategies)

April

5-9 - Tailoring health messages; group reports

12-16 - group reports

- group reports

Source: Matthew Kreuter, David Farrel, Laura Olevitch, and Laura Brennan (2000).
Tailoring Health Messages. Hillside, NJ: Lawrence Erlbaum Associates.

(Impact of SES on communicating about health)

- Chapter 10/11 – The chronically uninformed: closing the knowledge gap in health;
communication in health education; final exam review

2003-146 COMM 298. Advanced Advertising.

Sample/draft syllabus

COMM 298: Advanced Advertising (Spring 2004)

Course Description and Objective

This course assumes knowledge of advertising strategy and campaign development, as well as knowledge in mass media effects and persuasion. A combination of such knowledge plays an integrative role in advanced advertising.

The approach to the advanced advertising will be theoretical and critical analyses.

The course focus will be on 1) analyzing case studies in advertising as a marketing and communication tool and 2) discussing the ethical aspects of advertising and advertising's effect on society and culture.

Text:

Sheehan, Kim, Controversies in Contemporary Advertising, (ISBN: 0-7619-2635-6), Sege,
Thousand Oaks, CA, 2003

Case Study Packets

Instructor: Steve Sohn (email: steve.sohn@uconn.edu)

Office: PCSB 227 (Phone #: 486-4370), Office Hours: TBA

Week		Topic(s)	Chapter(s)
1	1/21	Orientation	
2	1/26, 1/28	Consumer Culture	Sheehan 2
3	2/2, 2/4	Gender & Advertising	Sheehan 7
4	2/9, 2/11	Children & Advertising	Sheehan 10
5	2/16, 2/18	Tobacco & Alcohol Advertising	Sheehan 12

6	2/23, 2/25	Socially Responsible Advertising	Sheehan 15
7	3/1, 3/3	Stereotypes & Taste	Sheehan 6
8	Spring Break~!! ^^		
9	3/15, 3/17	Black & Decker – Brand Transition	Packet
10	3/22, 3/24	Suzuki Samurai – Brand Positioning	Packet
11	3/29, 3/31	Chevy Corvette – Brand Re-positioning	Packet
12	4/5, 4/7	Folgers 2000 – Message Strategy / Copy Testing	Packet
13	4/12, 4/14	Absolute Vodka – Media Strategy	Packet
14	4/19, 4/21	Chevron Corporation – Media Strategy	Packet
15	4/26, 4/28	Carnation Infant Formula – Social & Ethical Issues	Packet
16	Final Exam – Presentation (TBA)		

Course Schedule

Grading

Grading will be based on two primary elements:

Ten (10) Reaction papers: 70%

Throughout the course, you are responsible to hand-in the reaction papers in each week.

Reaction papers are the written reports, containing your inputs regarding the reading assignment per given week.

The reaction paper MUST contain following contents:

Sheehan:

Summary of the topic: What is being discussed? What are the problems being addressed?

Importance & relevance of the topic to the society and consumers

Your own examples of the advertising practices regarding the topic

Your own criticism of the topic being discussed

Your own solutions to the problem addressed

Case Studies

Summary of the situation

Problems addressed / Decisions to be made

Your own conclusion: What would be your solutions to the problem / what will be your decisions?

The reaction paper should be 2-page length, double spaced with Times New Roman, 12-size font with 1" margin all the way around.

You can choose 10 topics out of total 13 topics outlined. (No late paper will be accepted, No extension will be given!!!)
Each reaction paper will be due on Monday every week, beginning of the class.

Final Group Presentation: 20%

You will form a group of 3- 4, and organize a marketing/advertising presentation with a case study that will be supplied. It will be PowerPoint presentation of marketing/advertising plan regarding the case.

Unlike the presentation for COMM 280, this will be an “internal” presentation with the information given to you. Instead of focusing on “execution” of advertising campaign, you will need to focus on “strategic” elements of plan development.

Discussion Participation: 10%

General Considerations

Incompletes: The University's policy on the awarding of incompletes is discussed in the catalog and will be adhered to in this class.

Attendance: Discussion participation is a grading criterion.

Drops: In case you decided to drop this course, you need to do so properly and officially through school registration process. If fail to do so, and simply not showing up in class and miss papers or group project, you WILL receive a final course grade accordingly.

Illnesses and emergencies: Documented illnesses and emergencies are the only acceptable grounds for missing a class session. Documentation must be submitted in writing to my office via mail (Steve Sohn, University of Connecticut, Dept. of Communications, Bolton Rd., U-85, Storrs, CT 06269) or fax (860-486-5422), or may be hand-carried. In such conditions arrangements can be made on a case-by-case basis to make up the exams.

Please note that this only applies to documented emergencies and illnesses. If you your presentation for any other reason, make-ups will not be permitted.

Academic dishonesty: Proven cases of academic dishonesty will be forwarded to the appropriate body for investigation and determination of consequences.

Plagiarism: Meaning, copying someone else’s work and claiming it as if it was your own, hand in the work you did for other courses in this class without the consent and permission from the other courses’ instructors and myself, simply copying and pasting or “barrowing” works from other sources such as books, magazines or websites without citing them. I you commit such plagiarism, and then you will get “zero” credit for that assignment!!!

Resume for Steve Sohn

E-mail: Steve.Sohn@uconn.edu 234 Foster Dr.
(860) 450-0878 Willimantic, CT 06226

(Product Branding (Communication and Promotion Planning (Marketing Research

Career Profile:

* Knowledgeable marketer with research, account management and strategic planning background, skilled at developing strategic plans to achieve marketing goals

- * Strong client service orientation
- * Ability to analyze and communicate qualitative and quantitative research data
- * Demonstrated high performance standard
- * Areas of expertise includes: MS Excel, Word, PowerPoint, PageMaker and PhotoShop
- * Highly motivated and organized
- * Proven team player

Professional Experience:

Campbell-Ewald Advertising - Warren, Michigan

Strategic Communications Planner, April 1999 - August 2000

- * Develop media plans utilizing traditional and interactive media to achieve marketing goal
- * Perform marketing/media data analysis for media/communication planning
- * Evaluate various marketing and promotional opportunities and recommend to clients

Assistant Account Executive, October 1998 - April 1999

- * Developed and coordinated various marketing strategies and tactics for clients
- * Liaison between agency and clients
- * Analyzed various marketing data for utilizing in strategic marketing planning
- * Worked on launching of Chevy Venture WB Edition

Marketing Media Research Analyst, November 1997 - October 1998

- * Developed & updated special target segmentation process called DART for more sophisticated and complete brand targeting

- * Analyzed marketing data from MRI, Polk and J.D. Power for strategic usage

- * Utilized programs from CMR and IMS, and instructed new analysts in department

Department of Advertising, Michigan State University, East Lansing, Michigan

Teaching Assistant, September 1996 - November 1997

- * Assisted professor for class organization

- * Graded assignments and managed grade database

- * Responded to students' questions regarding lecture materials during office hours

Education:

Michigan State University, East Lansing, Michigan

- * MA in Advertising in December 1997

- * BA in Advertising in May 1996 Honors graduate

De Anza College, Cupertino, California

- * AA in Liberal Arts in December 1993

Other Data and Awards:

- * Awarded 1995 Scholarship Grant Program from Adcraft Club of Detroit.

- * Received Academic Recognition from the Dept. of Advertising at Michigan State University.

- * Member of American Advertising Federation and Golden Key Honor Society.

2003-148 COMM 298. Public Relations Writing.

Sample/draft syllabus

Public Relations Writing	Karen Grava 486-5385 W 228-4208 H Karen.Grava@uconn.edu	Tuesdays 6:30-9 p.m. Buckley	Proposed text: <i>Public Relations Writing, The</i>
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		Computer Lab	<i>Essentials of Style and Format</i> by Thomas H. Bivins (Fourth Edition) (NTC Contemporary Publishing Group) and accompanying workbook
Date	In Class	Reading Due	Assignments Due
Jan. 20	Writing with a message – The Press Release The media advisory	New York Times – Sunday edition	Clip of good writing with one graph explaining why it works
Jan. 27	AP style The backgrounder	New York Times – Sunday edition	Clip of good writing with one graph explaining why it works Press release Read chapters 1, 6
Feb. 3	Media Placement methods Media lists	New York Times– Sunday edition	Clip of good writing with one graph explaining why it works Press release Read Chapters 14, 15
Feb 17	Feature writing	New York Times– Sunday edition	Clip of good writing with one graph explaining why it works Briefing memo

			Read chapters 8
Feb. 24	Feature writing	New York Times– Sunday edition	Clip of good writing with one graph explaining why it works Feature due Chapter 7, 9
March 2		New York Times– Sunday edition	Clip of good writing with one graph explaining why it works Feature revision
March 9	SPRING RECESS		
March 16	TV,radio scripts	New York Times– Sunday edition	Feature due
March 23	Speeches	New York Times– Sunday edition	Clip of good writing with one graph explaining why it works Introductions due Chapter 11
March 30	Op-eds	– Sunday edition	Clip of good writing with one graph explaining why it works Speech due
April 6	Op-eds	– Sunday edition	Clip of good writing with

			one graph explaining why it works Op-ed due
April 13	Strategy memos	New York Times– Sunday edition	Clip of good writing with one graph explaining why it works Op-ed revised
April 20	PR plans	New York Times– Sunday edition	Clip of good writing with one graph explaining why it works Strategy memo
April 27		New York Times– Sunday edition	Clip of good writing with one graph explaining why it works

Resume for Karen Grava

Karen Grava, APR
 103 Pine Street
 Columbia, Connecticut 06237
 860-228-4208

Experience:
 University of Connecticut, Storrs - January , 1979- Present

- 2/98- Present
 Manager, Media Communications
- o Develop and implement public relations, crisis management, and media relations strategies.
 - o Provide public relations counsel to administration, faculty, staff, and serve as University spokesperson.
 - o Write speeches and talking points.
 - o Oversee an eight-page weekly tabloid newspaper for faculty and staff.
 - o Manage a staff of five.

- 4/94-2/98, Director of University Communications
- o Develop and implement public relations, crisis management, and media relations strategies.

- o Oversee production of commercial spots and longer videos.
- o Oversee an eight-page weekly tabloid newspaper for faculty and staff.
- o Develop and oversee a quarterly 24-page tabloid newspaper for 120,000 alumni and parents.
- o Develop and oversee Web pages for University and for University Communications.
- o Provide public relations counsel to administration, faculty, staff, and others, and serve as University spokesperson.
- o Develop and oversee photojournalism program for admissions, publications, communications, institutional advancement, and other clients.
- o Write speeches for president and others.
- o Manage staff of eleven.

8/89-4/94

Director, Public Relations Division

- o Manage staff of 35 and printing budget exceeding \$1.2 million, and Departments of Institutional Relations, Printing Services, Creative Services and Client Services, and before downsizing, Photographic Services.

- o Direct public relations planning and strategy development; oversee public relations crisis management and issues management; and provide public relations counseling.

- o Oversee restructuring and restoration of profitability of in-house ad agency with nearly \$1 million in revenues.

1/85-4/94

Director of Institutional Relations

- o Establish the university's first public relations department.
- o Implement a pro-active media relations program with strong placements.
- o Plan, manage, and implement public relations strategies and programs, serve as spokesperson, and counsel the CEO, Cabinet, Faculty, Staff and others about communications strategies.
- o Produce marketing communications and collateral material.
- o Supervise production of radio and television public service announcements, advertisements, syndicated cable news shows, and radio talk shows.
- o Oversee the University's Speakers Bureau.
- o Publish in-house weekly newspaper and special newspaper for business leaders.
- o Plan and implement special events and programs.

6/81 - 12/84

Assistant Director for Art and Editorial, University Publications.

- o Manage news writing and creative departments.
- o Sell writing, design and printing to in-house clients after determining their needs, Establish schedules to meet deadlines.
- o Edit a 32-page magazine and three tabloid publications targeted to parents, alumni, and employees.

6/79-6/84

University Newspapers Editor.

1/79 - 6/79

Writer, University Publications.

6/73-1/79

Reporter and Editor, various daily and weekly newspapers in Connecticut, including the Willimantic Chronicle, where I was suburban editor, and the Milford Citizen; and in New Jersey, where I was an investigative reporter and later desk person at the Daily Advance in Dover; and in Colorado.

Service:

- o Adjunct professor, University of Connecticut Communications Sciences Department, 1999- .
- o Frequent speaker at Boston University Graduate School of Communications and for non-profit organizations on such topics as media relations and crisis communications.
- o Corporator, Windham Community Memorial Hospital, 1997- 99.
- o Board member, Willimantic Savings Institute, 1999- .

- o Board member, Opera New England of Northeastern Connecticut, 1998- .
- o Board member, 4-H Development Fund, 2000 - 2002.
- o Finance chair, St. Paul's Episcopal Church, 2000 -2001.
- o Board of Directors, Greater Willimantic Chamber of Commerce, 1990- 1995 .

Executive Committee, 1992- 1994.

- o Greater Hartford Chamber of Commerce, Communications Committee, 1994-1996.
- o Board of Directors, Hop River Chamber Music Society, Inc., 1992- .
- o Altrusa, International, Storrs chapter (service club), President-1996; Chair, Service Committee, 1996- . Member, Service Committee, 1994- ; editor, newsletter, 1997-99. Auction Committee, 1995- .
- o Rotary Club International, Willimantic Club. Member, 1999- .
- o University Senate. Elected member 1983-1989. Member, Growth and Development Committee, 1996- .

- o Financial Planning and Allocation Commission, Town of Columbia, Connecticut, elected member, 1983-1991.
- o United Way of America, UConn chair, 1986 Windham Region Campaign Cabinet, 1986,1990.
- o Board of Directors, Nutmeg Big Brothers, Big Sisters of America, 1988-1990.
- o Board of Directors, Family Community Leadership, 1988-1990.
- o Special Olympics Committee, 1985, 1986, 1994.

Professional Affiliations:

- o Public Relations Society of America, Accredited Member.
- o Tri-State District Chair-elect, 2002, Chair, 2003.
- o National Public Relations Committee, 1992, 1993, Chair, 1994.
- o Judge, Silver Anvil Competition, 1996, 1998, 1999, 2000.
- o National Public Service Committee, 1988-1992. Chair, 1991.
- o Connecticut Valley Chapter, President, 1991, President-elect, 1990; Treasurer, 1989; Merit Awards Committee, 1987, 1988 1989; Public Service Committee, Co-Chair, 1988, Scholarship Committee, 1991, 1992, 1993, Awards Judging, 1995. Member at Large, 1996-.
- o Develop and coordinate chapter's award-winning, youth-oriented public service campaign, AIDS Don't Care, 1988.
- o Greater Hartford Ad Club, 1989-1993. Speaker, Smart Marketing for Non-Profits, 1989, 1990.
- o Public Information Advisory Board of UConn Cooperative Extension Service, 1988-1990.
- o Council for Advancement and Support of Education (CASE). District secretary, 1998-. Invited speaker, 1982, 1986, 1989, 1990, 1991, 1996; CASE District I newsletter editor, 1987-1988; Conference Public Relations Chair, 1990, 1991. Nominating Committee, 1991 Marketing Sub-track chair, 1994, Media Relations Track Chair, 1995; District I Secretary, 1998- .
- o Sigma Delta Chi, Society of Professional Journalists, member.

Awards:

- o International Association of Business Communicators, Bronze Quill Award, and Merit Award for UConn 2000 Communications campaign, 1996.
- o Publicity Club of New England, Bell Ringer Award for excellence in communication for UConn 2000, 1996.
- o Council for Advancement and Support of Education, Silver Medal, 1996 for UConn 2000, Bronze Medals (two) for writing, in 1984; for public relations projects, 1988, 1989, 1990.
- o Public Relations Society of America Public Service Award, 1988.
- o Mercury Finalist Award for Aids Don't Care, 1988.

Education:

o B.A. Cum Laude. University of Connecticut, Storrs. 1973.

2003-150

Minor Plan of Study – Oceanography minor

Name of Student: _____ Major: _____

Circle courses completed:

(must take all) MARN 260; MARN 270, MARN 275W, MARN 280W

In addition, students must take at least one course from Group B:

B. MARN 220Q, MARN 230, MARN 235V, MARN 236, MARN 294/EEB 294.

total credits in the minor: _____

Coastal Studies majors are not eligible to take the Oceanography minor.

I approve the above program for the (B.A. or B.S.) Minor in (insert name)

(signed) _____ Dept. of Marine Sciences

Minor Advisor

2003-151

Minor Plan of Study – Marine Biology minor

Name of Student: _____ Major: _____

Circle courses completed: (complete both)

1. MARN 260 or MARN 210 + 211

2. MARN 294/EEB 294

B. Electives (complete three): MARN 236 or 282, MARN 242, MARN 331, MARN 332, EEB 200, EEB 275 or MARN 241 *

* Coastal Studies majors may not use their upper division MARN elective courses to count for both the major and the Group B requirement for the Marine Biology minor.

total credits in the minor: _____

I approve the above program for the (B.A. or B.S.) Minor in (insert name)

(signed) _____ Dept. of Marine Sciences Minor Advisor-----

2003-154

Minor Plan of Study – Psychology minor

COLLEGE of LIBERAL ARTS and SCIENCES
DEPARTMENT of PSYCHOLOGY

You will need to submit **three** copies of the Minor Plan of Study within the first 4 weeks of your final semester to the Undergraduate Studies Office in Psychology. A copy will be sent to the Degree Auditing Office. **COMPLETION OF A MINOR REQUIRES THAT A STUDENT EARN A “C” GRADE (2.0) OR BETTER IN EACH OF THE REQUIRED COURSES FOR THAT MINOR. A MAXIMUM OF 3 CREDITS TOWARD THE MINOR MAY BE TRANSFER CREDITS OF COURSES EQUIVALENT TO UNIVERSITY OF CONNECTICUT COURSES. SUBSTITUTIONS ARE NOT POSSIBLE FOR REQUIRED COURSES IN A MINOR.**

NAME: _____

Student ID: _____

This plan of study is intended to meet the requirements of the _____ catalog.

(year you entered the university)

Date you expect to complete degree requirements:

Course Requirements: Must have at least a 2.0 in each Psychology course; not less than 16 credits in Psychology in courses numbered 2xx. **CHECK (3) COURSES TAKEN.**

1. Psyc 202Q^{*p} (4 credits) _____

2. ONE course (3 credits) from the following representing the Social & Applied Science Perspectives:

Psyc 236^{*} _____ Psyc 245 _____ or Psyc 245(w) _____

Psyc 240^{*} _____ Psyc 268 _____

Psyc 243^{*} _____ Psyc 281^p _____

3. One course (3 credits) from the following courses representing the Natural Science Perspective:

Psyc 220^{*} _____ Psyc 254 _____

Psyc 221 _____ Psyc 256^{*} _____

Psyc 253^p _____ Psyc 257^{*p} _____ or Psyc 257(w)^p _____

4. At least TWO elective courses (at least 6 credits): ^a

* open to sophomores

^p has prerequisite in addition to Psychology 135, check your Undergraduate Catalog.

^a may include any of the courses listed above that are not used to fulfill requirements #1, #2, or #3 above as well as any other 200 level Psychology courses listed in the catalog with the following exception: Not more than **3** credits of either Psychology 297 or Psychology 299 may count toward the minor. May not include PSYC 294, which is graded as S/U only.

I approve the above program for the Minor in Psychology:

(signed) _____

Psychology Assoc. Department Head Date
and Coordinator, Undergraduate Studies

End of Appendix for Nov. 11, 2003.