Course program and reading list

Semester 0 Year 2021

School: Sammy Ofer School of Communications B.A

Health marketing and PR: Analyzing public and commercial campaigns

Lecturer:

Dr. Yaffa Shir-Raz  yaffa.shirraz@post.idc.ac.il

Course No.: 7657  Course Type: Seminar  Weekly Hours: 6  Credit: 6

Course Requirements: Final Paper  Group Code: 210760301  Language: English

Prerequisites

Prerequisite:

4048 - Preparatory Course: Practicing Academic Writing
7046 - Qualitative Research Methods

Course Description

During the course:

The first semester will center on social marketing and on theories and models of communication and behavioral change and their application in health marketing campaigns. The second semester will focus on health campaigns in the digital age. During both semesters, alongside critical classes and guest lectures, the students will present their study papers: in the 1st semester – a preliminary preview of your study; in the 2nd semester – findings and concrete conclusions from your study. In the 2nd half of classes (starting with Lesson 4) personal meetings will be held in preparation for presentation and study.
**Course Contents and Readings:**

**1st Semester**

<table>
<thead>
<tr>
<th>Readings</th>
<th>Class Discussion</th>
<th>Date</th>
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**Theories and models of communication and behavioral change and their application in marketing and health promotion campaigns.**

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<tr>
<td><strong>Ruiter, R. A. C., Abraham, C., &amp; Gerjo, K. (2001).</strong></td>
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</table>
Scary warnings and rational precautions: A review of the psychology of fear appeals. Psychology & Health, 16(6), 613–630.


** Yes we can!: Using Positive rationale and enhancing self-efficacy.

* Doctor (House) will be with you in a minute:


https://doi.org/10.1186/1471-2458-14-778


The importance of research and theory in social marketing

Market segmentation

Risk communication: Communicating issues that involve risk; The Public’s Understanding and Decision Making Regarding Science and Risk.
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<tr>
<th>Guest lecturer</th>
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<tr>
<td><strong>Initial presentations of seminar papers and discussion of proposals</strong></td>
<td><strong>Lessons 10-13</strong></td>
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<td>Does the end justify the means? Ethics in health marketing campaigns (part 1).</td>
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<td>** Hashtags for Health : Public Health Communication in the digital age</td>
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<td>** Guest lecturer</td>
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<td>** It's viral!: Viral Internet Marketing as a Tool for Health Promotion.</td>
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**It's just a game:** Using mobile phones, computer games and technology platforms in health promotion campaigns.

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<th>Working on research papers in small groups (simulations of interviews, analysis of models)</th>
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| Lessons 9-13 |

*** The syllabus is subject to change to meet class or instructor needs***

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**Course Goals**

**Course Description**

Many health marketing campaigns conducted by health authorities, public and commercial organizations throughout the world, promote important health goals, such as
smoking cessation, physical activity and healthy lifestyle, early detection of breast cancer or safe driving. Health marketing is an important mean of influencing health promotion. Based on the social marketing approach, health marketing campaigns apply commercial marketing strategies to influence health behavior. Social marketing is not the same as social media, nor does it depend solely on advertisements to create change. Rather, it is a systematic approach, based on a broad theoretical and research base, to understand the determinants of health and social problems and to address these causes with an array of interventions. This seminar aims at integrating theory and marketing principles to improve public health, safety and environmental issues.

Course Goals:

1. Understand the fundamental processes in social and health marketing campaigns – Key concepts, principles and practical application.
2. Get to know the major theories and models of communication and behavioral change and their application in health marketing campaigns – from using intimidation tactics to positive approaches and Entertainment-Education (E-E).
3. Discuss ethical issues in health marketing campaigns.
4. Discuss the issue of risk communication, and how the public perceives risks.
5. Review and analyze of health campaigns from Israel and abroad.
6. Explore opportunities to use internet viral marketing in health marketing
7. Discuss the use of mobile phones, computer games and technological platforms to promote health campaigns.

Grading

Course Requirements:

✓ Attendance in at least 80% of the lessons (attendance will be checked each lesson).
✓ Reading obligatory articles.
✓ Presentation and submission of an initial research plan for your seminar paper (Participating Presentation) – 1st semester
✓ Presentation and submission of findings and concrete conclusions from your study (Participating Presentation) – 2nd semester
✓ Submission of your seminar paper.

- Both presentations are mandatory. Failure to present will result in disqualification of the course.

Course Grading Method:

85% Seminar
5% presentation 1st semester
During the course:

The first semester will center on social marketing and on theories and models of communication and behavioral change and their application in health marketing campaigns. The second semester will focus on health campaigns in the digital age. During both semesters, alongside critical classes and guest lectures, the students will present their study papers: in the 1st semester – a preliminary preview of your study; in the 2nd semester – findings and concrete conclusions from your study. In the 2nd half of classes (starting with Lesson 4) personal meetings will be held in preparation for presentation and study.

Course Contents and Readings:

1st Semester

Readings

* obligatory ** optional

  


Welcome and Course introduction

Social marketing as a base for health promotion and health marketing campaigns – Conceptual framework.

Lessons 2-6


Doctor (House) will be with you in a minute: Entertainment-Education (E-E).


https://doi.org/10.1186/1471-2458-14-778


Campaigns: Have We


Risk communication: Communicating issues that involve risk; The Public’s Understanding and Decision Making Regarding Science and Risk.

Guest lecturer

Initial presentations of seminar papers and discussion of proposals

2nd Semester

Readings

* obligatory ** optional


Class Discussion Date Week

Does the end justify the means? Ethics in health marketing campaigns 1.


** Does the end justify the means? Ethics in health marketing campaigns (part 2): Hiding and diverting information.

** Hashtags for Health: Public Health Communication in the digital age

It's viral! Viral Internet Marketing as a Tool for Health Promotion.


Working on research papers in small groups (simulations of interviews, analysis of models)

Initial presentations of seminar papers and discussion of proposals

Lessons
*** The syllabus is subject to change to meet class or instructor needs***