

School of Pharmacy / School of Pharmacy (English)

2024 - 2025 Academic Year

HEALTH COMMUNICATION and MEDIA

Syllabus

| Course Description | | | | | |
|--|---|--------------------------------|-------------------------|---------------------------|-------------|
| Name | Code | Semester | T+A Hour | Credit | ECTS |
| HEALTH COMMUNICATION and MEDIA | PHA5115628 | Fall Semester | 2+0 | 2 | 3 |
| Prerequisites Courses | | | | | |
| Recommended Elective Courses | | | | | |
| Language of Instruction | English | | | | |
| Course Level | First Cycle (Bachelor's Degree) | | | | |
| Course Type | Elective | | | | |
| Course Coordinator | Assist.Prof. İpek EROĞLU | | | | |
| Name of Lecturer(s) | Assist.Prof. İpek EROĞLU | | | | |
| Assistant(s) | | | | | |
| Aim | This lesson aims to teach the basic concepts and the role of pharmacist in health communication and media. | | | | |
| Course Content | This course contains; An Introduction to Advertising,OK, so is this the right meaning?,Advertising; theories, concepts, and frameworks,Advertising: Strategies, Planning & Positioning,Creativity, Content & Appeals,Brand communications: the role of advertising,The Advertising Industry,Traditional Media,Digital media and emerging technologies,Media Planning,Measuring advertising efficiency and effectiveness,Standards and Responsibilities,Social media, health news and journalism,Contemporary Issues in Advertising. | | | | |
| Course Learning Outcomes | | | Teaching Methods | Assessment Methods | |
| 1. Interpret basic concepts and basic elements of the health communication. | | | 10, 16, 19, 9 | C, E | |
| 1.1. Distinguish health communication studies with a different target audience. | | | 10, 13, 16, 19, 4, 9 | C, E | |
| 1.2. Evaluate health communication in the patients, pharmacists and doctors triangle. | | | 13, 16, 9 | C, E | |
| 1.3. Interpret concept of contact from a health communication point of view. | | | 10, 16, 19, 5, 9 | C, E | |
| 2. Explain basic concepts in the media and the importance of media in health communication. | | | 13, 16, 19, 37, 9 | C, E | |
| 2.1. Interpret the different media channels that alter depending on the changing profile of the target audience's effects on health communication. | | | 10, 13, 16, 19, 4, 5, 9 | C, E | |
| 2.2. Compare health communication studies on central media, local media, social media and in medical journals. | | | 10, 13, 19, 2, 4, 9 | C, E | |
| 2.3. Discuss the role of health reporting in the media on health communication. | | | 10, 13, 16, 19, 4, 9 | C, E | |
| 3. Evaluate studies on health communication in different media channels. | | | 10, 13, 16, 19, 2, 4, 9 | C, E | |
| 3.1. Interpret health news on central media, newspapers, and television. | | | 10, 13, 16, 19, 4, 9 | C, E | |
| 3.2. Compare health news in medical journals with other media factors. | | | 10, 13, 16, 19, 4, 9 | C, E | |
| 3.3. Prepare news for social and local media. | | | 12, 14, 2, 4, 5, 6 | C, E | |
| Teaching Methods | 10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method | | | | |
| Assessment Methods | C: Multiple-Choice Exam, E: Homework | | | | |
| Lecture Schedule | | | | | |
| Sequence | Topics | Preliminary Preparation | | | |
| 1 | An Introduction to Advertising | 1,2 | | | |
| 2 | OK, so is this the right meaning? | 1,2 | | | |
| 3 | Advertising; theories, concepts, and frameworks | 1,2 | | | |
| 4 | Advertising: Strategies, Planning & Positioning | 1,2 | | | |
| 5 | Creativity, Content & Appeals | 1,2 | | | |
| 6 | Brand communications: the role of advertising | 1,2 | | | |
| 7 | The Advertising Industry | 1,2 | | | |
| 8 | Traditional Media | 1,2 | | | |
| 9 | Digital media and emerging technologies | 1,2 | | | |
| 10 | Media Planning | 1,2 | | | |
| 11 | Measuring advertising efficiency and effectiveness | 1,2 | | | |
| 12 | Standards and Responsibilities | 1,2 | | | |
| 13 | Social media, health news and journalism | 1,2 | | | |
| 14 | Contemporary Issues in Advertising | 1,2 | | | |
| Evaluation Methods | | Weight(%) | | | |
| Midterm Exam | | 40 | | | |
| General Exam | | 60 | | | |

| Resources | |
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| 1. The course notes will be given to the students. | |
| 2. Elliott, C., Greenberg J. (2021). Communication and Health: Media, Marketing and Risk. Palgrave Macmillan | |