

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	PHA5215628	Spring 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	
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	