

COURSE: PUR 4243 – INDUSTRY PERSPECTIVES (HEALTHCARE)
DAY/TIME: THURSDAYS, 5:10-6:00 PM
INSTRUCTOR: KEITH BOWERMASTER, APR, CCMP
OFFICE: REMOTE
OFFICE HOURS: SCHEDULED AS NEEDED VIA ZOOM
EMAIL: KBOWERMASTER@JOU.UFL.EDU

COURSE OBJECTIVE

This course is focused on providing a fundamental overview of public relations and marketing communications activities within healthcare organizations. The primary goal of this course is to familiarize students with the communications concepts of healthcare organizations, such as hospitals, health systems and insurance companies, in order to have a solid understanding of a career in healthcare public relations.

WEEKLY COURSE SCHEDULE

Aug 24	INTRODUCTIONS
Aug 31	Defining the U.S. Healthcare System
Sept 7	Healthcare & Marketing Communications
Sept 14	The Role of Payers: Health Insurance Companies
Sept 21	HIPAA and Media Relations
Sept 28	NO CLASS
Oct 5	Healthcare Internal Communications
Oct 12	Engaging with Providers (Doctors, Nurses, Etc.)
Oct 19	Pharma and Products Communications
Oct 26	Healthcare Special Events
Nov 2	Healthcare Branding & Advertising
Nov 9	Healthcare and Social Media
Nov 16	Healthcare Crisis Communications
Nov 23	NO CLASS – THANKSGIVING HOLIDAY
Nov 30	AI in Healthcare; Class Wrap-Up

GRADING

Students will be graded on attendance and class participation. Reading and other assignments may be assigned during the course, and students are expected to be prepared to discuss the readings in class.

CLASS ATTENDANCE REQUIREMENTS

This class will meet synchronously on Zoom each week. Students are expected to attend and engage with the instructor and their fellow students. **Cameras must be turned during class.** You must notify the instructor in advance if you will need to miss class. Students are permitted one absence. Subsequent absences will result in a one-quarter final grade deduction.

TEXTBOOKS

No textbooks are required for this course. Readings may be assigned over the semester.

EVALUATION OF COURSEWORK

The evaluation of coursework will be based on the student's performance in two major areas, each of which constitutes a proportion of the final grade:

Attendance: 70%
Discussion Participation: 30%

The grading scale for the course is:

A 94.0-100%	C 74.0-76.99%
A- 90.0-93.99%	C- 70.0-73.99%
B+ 87.0-89.99%	D+ 67.0-69.99%
B 84.0-86.99%	D 64.0-66.99%
B- 80.0-83.99%	D- 61.0-63.99%
C+ 77.0-79.99%	E below 61.0%

UNIVERSITY OF FLORIDA GRADING POLICIES

Click [this link](#) for information on the UF Grades and Grading Policies

STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center.](#) It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

ONLINE COURSE EVALUATION

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All

other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”