

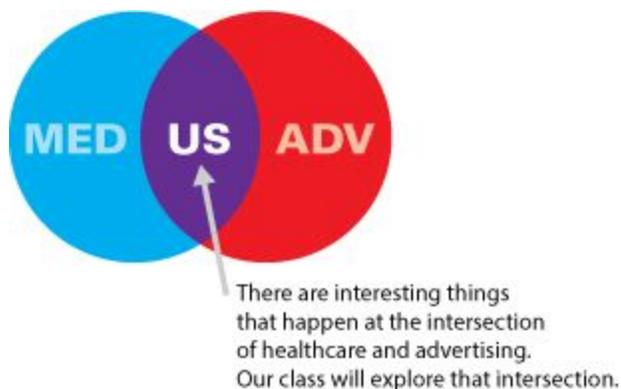
There are only two countries in the world that allow drug makers to run TV ads. One is New Zealand. If you're not sure of the other country, turn on the TV tonight.

Olay Regenerist (a face cream) promises ageless beauty. Can a plastic surgeon promise the same thing? Can a hospital advertise that they give agelessness?

Americans consume more medicine than people in other countries. A lot more.

In his/her lifetime, the average American will spend about \$240,000 on prescription medicines. We're #1! Germans will spend about \$40,000, and Brits will spend about \$28,000. Are Americans sicker, or are we just better consumers?

Victoria's Secret and Axe Body Spray promote sex appeal. When Viagra and Cialis advertise their products, the government requires a lot of legal and factual data including adverse side effects... and they ruin the moment.



**This course will look at many healthcare advertising topics.**

- Pharmaceutical advertising (like advertising Cialis and Humira).
- Marketing for healthcare providers (like VCU Medical Center, Patient First, and Dr. Joe Niamtu).
- Promoting health issues (like lowering smoking rates and reducing teen pregnancy rates).
- Social media use by healthcare providers (Does your doctor use Facebook?).
- Ethical and legal issues connected to advertising health-related products and services.
- Other promotional efforts in the healthcare industry (like brand journalism).

**We will have many guest speakers.** We will hear from many guest speakers via Google Hangouts, a free online video chat service. It's kinda like Skype for groups. Speakers will include:

- ad agencies that focus on healthcare clients
- marketing managers from hospitals
- pharmaceutical marketing representatives

**This is an online course.** We will never meet in person as a class. All communications can happen online. You'll be able to watch the class presentations online and ask questions via Twitter and Facebook. Tests will be taken online and projects will be turned in online.

**Part of this class is an open online course.** That means anyone can listen in and participate in the Google Hangouts. Some people (outside of VCU) will be taking a shortened version of this course. They will not get college credit from VCU, but they can earn a certificate.

**There will be many team-based projects.** Teams of 5 will work together on several projects throughout the semester. The assignments are designed so they can be completed online (without ever meeting in person). Teams are allowed to meet in person if they would like.

**We hope you'll learn more about advertising.** Sometimes success in the ad business is attributable to one's knowledge of advertising. Sometimes success comes from a deep knowledge of a specific market. In this course we will dive deep into the advertising of health-related products and services. We hope this focus on one market will give you insights on how other markets might work (like sports, automotive, food & beverage, travel, and entertainment).

**The grades, the grades, the grades.** George Carlin gave some good advice, "Don't sweat the petty things, and don't pet the sweaty things." Put your passions into your work, and the grades will usually take care of themselves. Here's how the course grade will be determined:

- Tests: There will be 3 tests. Each test will account for 10% of your course grade.
- Projects: There will be 5 projects. Each project will account for 10% of your course grade.
- Final Project: It will account for 20% of your course grade

**The schedule is subject to change.**

Six weeks for non-VCU; fifteen weeks for VCU students.

Wk 1	01/22/16	Introductions and course logistics. Teams and projects introduced.
Wk 2	01/29/16	<b>Due: Project 1) 5 rich references and a summary blog post and peer evaluation.</b>
Wk 3	02/05/16	<b>Due: Project 2a) 3 additional rich references and an outline of a three-minute video.</b>
Wk 4	02/12/16	Google Hangout 1 <b>Due: Project 2) A three-minute video and peer evaluation.</b>
Wk 5	02/19/16	Google Hangout 2 <b>Due: Project 3a) Drafts for 3 infographics.</b>
Wk 6	02/26/16	Google Hangout 3 <b>Due: Project 3) 3 infographics and and peer evaluation.</b>
Wk 7	03/04/16	Google Hangout 4 <b>Test on Google Hangouts 1, 2, and 3.</b>
	03/11/16	Spring Break
Wk 8	03/18/16	Google Hangout 5 <b>Due: Project 4a) Draft of brand journalism article</b>
Wk 9	03/25/16	Continue working on brand journalism article
Wk 10	04/01/16	Google Hangout 6 <b>Due: Project 4) Brand journalism article and peer evaluation.</b>
Wk 11	04/08/16	<b>Due: Project 5a) Outline of ten-minute video.</b>
Wk 12	04/15/16	<b>Due: Project 5) Script and storyboard of ten-minute video and peer evaluation.</b>
Wk 13	04/22/16	<b>Test on Google Hangouts 4, 5, and 6.</b>
Wk 14	04/29/16	<b>Due: Final presentation -- a ten-minute video.</b>
Finals	05/04/16	<b>Test on the team presentations.</b>

**Campus emergency information.** What to know and do to be prepared for emergencies at VCU:

- Sign up to receive VCU text messaging alerts. Keep your information up-to-date. Within the classroom, the professor will keep his or her phone on to receive any emergency transmissions.
- Know the safe evacuation route from each of your classrooms. Emergency evacuation routes are posted in on-campus classrooms.
- Listen for and follow instructions from VCU or other designated authorities. Within the classroom, follow your professor's instructions.
- Know where to go for additional emergency information.
- Know the emergency phone number for the VCU Police (828-1234).
- Report suspicious activities and objects.
- Keep your permanent address and emergency contact information current in eServices.

**Class registration required for attendance.** Students may attend only those classes for which they have registered. Faculty may not add students to class rosters or Blackboard. Therefore, if students are attending a class for which they have not registered, they must stop attending.

**Honor System: upholding academic integrity.** The VCU Honor System policy describes the responsibilities of students, faculty and administration in upholding academic integrity, while at the same time respecting the rights of individuals to the due process offered by administrative hearings and appeals. According to this policy, "Members of the academic community are required to conduct themselves in accordance with the highest standards of academic honesty and integrity." In addition, "All members of the VCU community are presumed to have an understanding of the VCU Honor System and are required to:

- Agree to be bound by the Honor System policy and its procedures;
- Report suspicion or knowledge of possible violations of the Honor System;
- Support an environment that reflects a commitment to academic integrity;
- Answer truthfully when called upon to do so regarding Honor System cases;
- Maintain confidentiality regarding specific information in Honor System cases."

More information can be found at in the VCU policy library under the Education and Student Life tab.

**Important dates.** You can view important dates for the semester in the academic calendar.

**Mandatory responsibility of faculty members to report incidents of sexual misconduct.** It is important for students to know that all faculty members are mandated reporters of any incidents of sexual misconduct/violence (e.g., sexual assault, sexual exploitation and partner or relationship violence). This means that faculty cannot keep information about sexual misconduct/violence confidential if you share that information with them and they must report this information immediately to the university's Title IX Coordinator. In addition, department chairs, deans, and other unit administrators are required to report incidents of sex or gender-based discrimination to the university's Title IX Coordinator.

Confidential reporting sources include staff in Sexual Assault and Domestic Violence at the Wellness Resource Center, University Counseling Services and University Student Health Services. The Policy on Sexual Misconduct/Violence and Sex/Gender Discrimination - Interim, can be found in the [VCU Policy Library](#).

**Military short-term training or deployment.** If military students receive orders for short-term training or for deployment/mobilization, they should inform and present their orders to Military Student Services and to their professor(s). For further information on policies and procedures contact Military Student Services at 828-5993 or access the corresponding policies.

**Student conduct in the classroom.** According to the Faculty Guide to Student Conduct in Instructional Settings, "The university is a community of learners. Students, as well as faculty, have a responsibility for creating and maintaining an environment that supports effective instruction. In order for faculty members (including graduate teaching assistants) to provide and students to receive effective instruction in classrooms, laboratories, studios, online courses, and other learning areas, the university expects students to conduct themselves in an orderly and cooperative manner." Among other things, cell phones should be turned off while in the classroom. The Student Code of Conduct also prohibits the possession of or carrying of any weapon. For more information see <http://register.dls.virginia.gov/details.aspx?id=3436>.

**Student email policy.** Email is considered an official method for communication at VCU because it delivers information in a convenient, timely, cost-effective, and environmentally aware manner. Students are expected to check their official VCU email on a frequent and consistent basis in order to remain informed of university-related communications. The university recommends checking email daily. Students are responsible for the consequences of not reading, in a timely fashion, university-related communications sent to their official VCU student email account. This policy ensures that all students have access to this important form of communication. It ensures students can be reached through a standardized channel by faculty and other staff of the university as needed. Mail sent to the VCU email address may include notification of university-related actions, including disciplinary action. Please read the policy in its entirety at the [VCU Policy Library](#) under the Education and Student Life tab.

**Student financial responsibility.** Students assume the responsibility of full payment of tuition and fees generated from their registration and all charges for housing and dining services, and other applicable miscellaneous charges. Students are ultimately responsible for any unpaid balance on their account as a result of the University Financial Aid Office or their third party sponsor canceling or reducing their award(s).

**Students representing the university – excused absences.** Students who represent the university (athletes and others) do not choose their schedules. Student athletes are required to attend games and/or meets. All student athletes should provide their schedules to their instructors at the beginning of the semester. The Intercollegiate Athletic Council strongly encourages faculty to treat missed classes or exams (because of a scheduling conflict) as excused absences and urges faculty to work with the students to make up the work or exam.

**Students with disabilities.** Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, as amended, require that VCU provide "academic adjustments" or "reasonable accommodations" to any student who has a physical or mental impairment that substantially limits a major life activity. To receive accommodations, students must register with the Disability Support Services Office on the Monroe Park Campus (828-2253) or the Division for Academic Success on the MCV campus (828-9782). Please also visit the Disability Support Services website and/or the Division for Academic Success website for additional information. Once students have completed the DSS registration process, they should schedule a meeting with their instructor (s) and provide their instructor (s) with an official DSS accommodation letter. Accommodation letters will outline the required classroom accommodations. Additionally, if coursework requires the student to work in a lab environment, the student should advise the instructor or a department chairperson of any concerns that the student may have regarding safety issues related to a disability. Students should follow this procedure for all courses in the academic semester.

**VCU Mobile.** The VCU Mobile application is a valuable tool to get the latest VCU information on the go. The application contains helpful information including the VCU directory, events, course schedules, campus maps, athletics and general VCU news, emergency information, library resources, Blackboard and more. To download the application on your smartphone or for more information, please visit <http://m.vcu.edu>.

**Withdrawal from classes.** Before withdrawing from classes, students should consult their instructor as well as other appropriate university offices. Withdrawing from classes may negatively impact a student's financial aid award and his or her semester charges. To discuss financial aid and the student bill, visit the Student Services Center at 1015 Floyd Avenue (Harris Hall) and/or contact your financial aid counselor regarding the impact on your financial aid.

This content was last updated in January 2016. Please reference <http://provost.vcu.edu/faculty-resources/academic-affairs/syllabus-statements/> for the online version.