

THE UNIVERSITY OF TEXAS AT TYLER
DEPARTMENT OF HEALTH AND KINESIOLOGY
7-WEEK CONSUMER HEALTH
COURSE SYLLABUS Fall 2021

Course Title: Consumer Health
Course Number: ALHS 3352
Credits: 3 Hrs.
Days/Hours of Class: Online
Room: Virtual

Instructor Information

Dr. John H. Sloan
Office Room: Online off campus
Email Address: Use course Inbox included in Canvas
Emergency Number: 903.566.7031 (Tina Taylor)
Office Hours: By appointment

Textbook

Butler, J Thomas, (2012) *Consumer Health: Making Informed Decisions*, Jones and Bartlett Learning, 2012 ISBN: 978-1-4496-4645-5

Catalog Description:

Study of health services and products from a consumer perspective. Methods of critical analysis are used to evaluate the credibility of claims made in the marketplace as well as by government. Consumer protection and rights, marketing, science, public agenda setting, and special interest groups are studied with the objective of developing critical health consumers.

Important

You must read this syllabus carefully and in its entirety. The syllabus is intended to provide key information at the outset of the course, as well as throughout the entire semester. You should refer to the syllabus as needed throughout the course. A short quiz will be given over this material in the Getting Started section of the course.

Student Learning Outcomes: At the completion of this course you will be able to:

1. critically analyze pseudoscience, propaganda, misinformation, fraud and quackery in the health marketplace
2. judge the reliability of many sources of health information
3. explain why consumer vigilance is important in the health marketplace
4. critically analyze food fads/fallacies and their promotion/promoters
5. critically analyze advertising for health products and services
6. judge the credibility of "alternative" health care
7. apply basic nutrition and exercise science concepts to choose a healthy lifestyle
8. apply the principles and methods of weight management
9. demonstrate subject engagement and independent learning through self-initiative, curiosity, and creativity

Methods of Instruction:**Offered Online via CANVAS**

Student learning experiences to include but not limited to: a) selected short video comments by Dr. Sloan b) readings assigned from the course textbook c) student assignments d) self-assessment quizzes e) supplementary material as assigned

Technical Support

Since I'm unable to offer technical assistance, do not contact me if you have technical difficulties. Instead, contact CANVAS which provides technical support for this course. Information about technical support is available from the CANVAS global menu (Help).

Communication

The best method to contact me throughout the semester is by email. Every email you send to me related to the course should 1) have "ALHS 3352" in the subject line, 2) use your Patriot email account using the Canvas Inbox instead of a personal email. Failure to follow these instructions may delay the response time, which is generally within 24 hours. Please note that I may not reply to emails on weekends (Friday late afternoon till Monday morning).

Course Outline

Periodically important information may be provided in the "Announcements" in CANVAS (link located in the navigation bar on the left side of the screen in the course).

Course Expectations:

- 1) Participate in and complete all assignments, class activities and learning opportunities.
- 2) Barring an act or force of nature (the University being officially closed), assignments and exams will be given at the time and date indicated throughout the Canvas course platform. Only for extremely extenuating circumstances and only with the prior approval of the instructor will a student be allowed to make up an examination that is missed.
- 3) Pay close attention to quiz and assignment instructions and deadlines. Doing exactly what is instructed for a given assignment is critical for receiving maximal points. Be sure to submit each assignment/quiz BEFORE the due date. Late work is not acceptable. No exceptions!

Quizzes

Quizzes will be taken [13 total] online via CANVAS. These are short five to ten questions in length and are important in two ways. First, you are awarded a set number of points for each quiz you complete [5 points] *regardless of your actual score* on the quiz.

Second, you will get a quiz score result that provides the number of correct answers you gave with respect to how many were possible. This self-assessment feedback is ONLY provided to help you manage your study efforts more effectively. These scores DO NOT count toward your semester grade. If your score is low on a quiz you should probably use that feedback to alter your level of study on that material. If your score is high then you can infer that you are studying sufficiently and probably do not need to alter your study habits from what you are currently doing.

Student Assignments

Each module throughout the course has an assigned student activity containing several tasks to complete. These tasks may include such things as thought experiments, self-generated test batteries, case studies, research and observations, personal belief and opinion essays.

Grading

Quizzes – 60 pts (13 quizzes with one excused=12) 5 pts each for completion

Student Assignments – 60 pts (13 Assignments with one excused=12) 0 to 5 pts each

Midterm –100 pts

Final Exam – 100 pts

Total Points Possible – 320 pts

A= 320-301, B=300-281, C=280-261, D=260-241, F=241 and below

SEMESTER KEY DATES:

1. August 23 – Classes begin
2. August 27 – Census Date
3. September 6 – Labor Day
4. September 23 – Last day to withdraw
5. October 9 – Final Exams & End of Term & Course closed

COURSE PLAN

Tentative Course Calendar/Schedule (subject to change)

The Announcements area in CANVAS presents a week-by-week schedule of reading and assignments, as well as reminders of deadlines. You are expected to be diligent and disciplined in checking this schedule frequently throughout the course.

MODULE #	DATE RANGE	READING	ACTIVITY	QUIZ
GETTING STARTED	8/23-8/25	Syllabus	Introduce yourself	Q0
MODULE 1	8/26-8/28	Ch 1 Being a Good Consumer	SA-1	Q-1
MODULE 2	8/30-9/1	Ch 2 The American Health Care System	SA-2	Q-2
MODULE 3	9/2-9/4	Ch 3 Health Fraud	SA-3	Q-3
MODULE 4	9/7-9/8	Ch 4 Health Insurance	SA-4	Q-4
MODULE 5	9/9-9/11	Ch 5 Medications	SA-5	Q-5
MODULE 6	9/13-9/15	Ch 6 Complementary and Alternative Med	SA-6	Q-6
MODULE 7	9/16-9/18	Ch 7 Dietary Supplements	SA-7	Q-7
MODULE 8	9/20-9/22	Ch 8 Weight Management	SA-8	Q-8
MODULE 9	9/23-9/25	Ch 9 Advertising	SA-9	Q-9
MODULE 10	9/27-9/29	Ch 10 Consumer Protection	SA-10	Q-10
MODULE 11	9/30-10/2	Theory of consumption	SA-11	Q-11
MODULE 12	10/4-10/6	Public vs. Private Health	SA-12	Q-12
STUDY FOR FINAL	10/7-10/8	No assignments		
FINAL EXAM	10/9	Comprehensive 6:00 AM-6:00 PM		