THE UNIVERSITY OF TEXAS AT TYLER
DEPARTMENT OF HEALTH AND KINESIOLOGY
COURSE SYLLABUS

Fall 2019
Course Title: Consumer Health
Course Number: ALHS 3352
Credits: 3 Hrs.
Days/Hours of Class: Online
Room: Virtual

Instructor Information
Dr. Benjamin Tseng (pronounced /jehn/)
Office Room: HPC 2235
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Emergency Number: 903.566.7031 (Tina Taylor)
Office Hours: By appointment

Textbook
Butler, J Thomas, (2012) *Consumer Health: Making Informed Decisions*, Jones and Bartlet 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 frequently throughout 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. apply knowledge to reduce the risk of cardiovascular disease

Methods of Instruction:
Offered Online via CANVAS
Student learning experiences to include but not limited to: a) lectures with related PowerPoint slides, b) demonstrations, c) problem solving situations, d) observation and analysis, e) reading textbook and supplementary material, f) online engagement through quizzes and discussions.

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 is by email. Every email you send to me related to the course, you must 1) use your Patriot email account instead of a personal email (or it will end up in spam/junk emails), 2) have "ALHS 3352" in the subject line, and 3) use salutation and my professional credential, i.e. Dr. Tseng. 4) Please note that I do not respond to emails between Friday late afternoon till Monday morning. Fail to follow these instructions may delay the response time.

Course Outline
Important information is provided in the "Announcements" in CANVAS (link located in the navigation bar on the left side of the screen in the course). The "Announcements and Course Materials" links will have most of your learning tasks including information about assigned reading, assignments and other important information pertaining to what you are supposed to contribute. Please familiarize yourself with these links as you will use them a lot throughout the semester.

Course Expectations:
1) Participate and complete all class activities and learning tasks.
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 in the syllabus. 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 assignment instructions and deadlines. Doing exactly what is instructed for a given assignment will greatly improve your chances of getting a good grade. Be sure to submit each assignment/quiz BEFORE the due date. As you are given ample time to complete each assignment/quiz, past-due assignments/quizzes will not be accepted, no exceptions!

Quizzes
Quizzes will be taken online via CANVAS. You're allowed 2 attempts; the average score of both attempts will be used as your recorded score.

Consumer Survival Challenge
Application of knowledge in real-life scenarios is the best skillset you can take with you after completing this course. You will be asked to complete "field exercises" in a real-world marketplace and will submit your report throughout the semester.

Final Exam
The final exam will consist of 50 multiple choice questions and will be taken on CANVAS. The specific date/time of the final exam will be announced.

Grading (subject to change)

Syllabus Quiz – 10 pts (bonus)
Quizzes – 300 pts (5 quizzes, 60pts each)
Consumer Survival Challenge – 500 pts (5 Challenges, 100pts each)
Final Exam – 200 pts

Total Points – 1,000 pts
A= 1,000-910, B=909-810, C=809-710, D=709-610, F=609 and below

Tentative Course Calendar/Schedule (subject to change)
Weekly announcements will be posted on CANVAS. It is your responsibility to check the announcements routinely and frequently throughout the semester.

Week	Tasks to be completed	Module to be studied	Due Dates
1	Introduction, Syllabus and Policies Syllabus Quiz (10 bonus pts)	0	CANVAS
2	Quiz 1 (60 pts) Consumer Survival Challenge 1 (100 pts)	1	CANVAS
3	Quiz 2 (60 pts) Consumer Survival Challenge 2 (100 pts)	2	CANVAS
4	Quiz 3 (60 pts) Consumer Survival Challenge 3 (100 pts)	3	CANVAS
5	Quiz 4 (60 pts) Consumer Survival Challenge 4 (100 pts)	4	CANVAS
6	Quiz 5 (60 pts) Consumer Survival Challenge 5 (100 pts) Review/Preparing for Final Exam	5	CANVAS
7	FINAL EXAM (200 pts)	1-5	CANVAS

Semester Key Dates

ACADEMIC CALENDAR 2019-2020
Fall Semester 2019

AUGUST 2019

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	**19**	20	21	22	**23**	24
25	**26**	27	28	29	30	31

AUGUST

19	First Day for Faculty
23	Opening Convocation New Student Convocation Payment Deadline, 5:00PM CST
26	**Classes begin**

SEPTEMBER 2019

S	M	T	W	T	F	S
1	**2**	3	4	5	6	7
8	**9**	10	11	12	13	14
15	**16**	17	18	19	20	21
22	23	24	25	26	27	28
29	**30**					

SEPTEMBER

2	Labor Day holiday; all offices closed, no classes held
9	**Census Date;** deadline for all registrations and schedule changes
16	First Day to File for Summer 2020 Graduation
30	Mid-Term Grade Rosters Open

OCTOBER 2019

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	**11**	12
13	**14**	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

OCTOBER

1	Final Filing Deadline for Fall 2019 Graduation
11	Textbook orders due from Faculty for Spring 2020
14	Last Day to enter Mid-Term Grades

NOVEMBER 2019

S	M	T	W	T	F	S
					1	2
3	**4**	**5**	**6**	7	**8**	9
10	11	12	13	14	**15**	16
17	**18**	19	20	21	**22**	23
24	**25**	**26**	**27**	**28**	**29**	**30**

NOVEMBER

1	Registration for Spring 2020 begins for graduate/senior/Presidential Fellow/Honors/GATE/SI Leader/NCAA students
4	Last Day to Withdraw from one or more classes Registration for Spring 2020 begins for juniors
5	Registration for Spring 2020 begins for sophomores
6	Registration for Spring 2020 begins for freshmen
8	Last day to schedule thesis or dissertation defense for Fall 2019 Graduation
15	Priority Filing Date for Spring 2019 Graduation
22	Last day to submit completed thesis or dissertation to The Graduate School for Fall 2019 Graduation
25-30	Thanksgiving holidays for faculty and students
28-29	Thanksgiving holidays for staff, all offices closed

DECEMBER 2019

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	**9**	**10**	11	12	**13**	**14**
15	16	**17**	18	19	20	21
22	**23**	**24**	**25**	**26**	**27**	**28**
29	**30**	**31**				

DECEMBER

9	Study Day Final exams for classes meeting only on Monday and Monday/Wednesday classes meeting at 7:00 p.m. and later
10	Final grade rosters open
10-14	Final exams for all other classes
13-14	Fall Commencement
14	End of term
17	Final grades due in Faculty Center by 12:00PM CST
23-31	Holidays for staff

UT Tyler Honor Code
Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Students Rights and Responsibilities
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:
http://www.uttyler.edu/wellness/rightsresponsibilities.php

Campus Carry
We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at
http://www.uttyler.edu/about/campus-carry/index.php

UT Tyler a Tobacco-Free University
All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit
www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at
http://www.uttyler.edu/registrar. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)

- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability/Accessibility Services
In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit https://hood.accessiblelearning.com/UTTyler and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at http://www.uttyler.edu/disabilityservices, the SAR office located in the University Center, # 3150 or call 903.566.7079.

Student Absence due to Religious Observance
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g.,

via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Student Standards of Academic Conduct
Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.
i. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program; • collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and

- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

ii. “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.

iii. “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

iv. All written work that is submitted will be subject to review by plagiarism software.

UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)