

ALHS 3352 - CONSUMER HEALTH
Spring Semester 2026- online format

Instructor Name and Title: William Sorensen, Ph.D. Professor

Office Location & Times: HPC Rm #3095, No set hours since this is online. One-on-one communications with the instructor will be through UT Tyler email (please not through Canvas email).

E-mail: wsorensen@uttyler.edu or bsorensen@uttyler.edu (note spelling of last name)

Phone: (903) 566-7032

Required Text: No book has been selected to use this semester; however, there will be many sources of information (to be posted): documentary, articles, video recordings of lectures or expert panels, advertisements, a movie.

Classroom Location: Online

Course Dates: Starts January 12th, ends May 2nd

Deadline to withdraw without penalty: unknown: check with advisor

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.

Course Objectives: To accomplish the course goal the student will be able to:

1. Analyze how marketing, policy, and social structures shape health-related consumption patterns.
2. Evaluate market strategies based on consumer insights.
3. Compare consumer health behaviors across different societies or cultures.
4. Apply consumer insights to develop strategies for promoting healthy choices.

Letter grade transcription

90-100 A, 80-89 B, 70-79 C, 60-69 D, <60 F

Grading Plan:

100 maximum points:

Journal entries	35 points (5 each x 7).
Reflection essays	20 points (10 each x 2)
Survey	10 points
OTC report	5 points
Quizzes	30 points (15 each x 2)

In General:

Since this is an online class, your ability to work independently and retain information from that effort is necessary. Sounds easy, but it is not so easy if you are new to this format.

- Self-discipline and time-management skills become more important in online classes than in traditional classes.
- It is recommended that you set aside 6-8 hours or so, per week, for this class. It would be very wise to look at the calendar document and mark important dates/times into your personal calendar.
- Pay attention to Canvas announcements (you can program to receive announcements to your e-mail account.
- Pay attention to deadline dates and times
- The motivation to learn is up to you.

Particular Assignments/Formats:

Every completed assignment is uploaded into Canvas. Sometimes you just open a link (journal, quiz) and sometimes you have to upload a file (essay, survey, OTC report). These assignments cannot be late because Canvas turns off the link/upload-capability after the due date/time. If you are late, you receive a zero for that assignment.

Quizzes: To assess knowledge and memory. It contains multiple choice, short essay, and true-false questions. In general, the window for a Canvas quiz will be scheduled for about a 3-day window to accommodate busy schedules.

Journal entries: Think about Consumer Health and the topics addressed that week, or one or two weeks previous. **Issues:** Write down in stream-of-consciousness writing, what comes to your mind in thinking about an article, video recording, your own observations (of yourself or others) in certain situations, perhaps always coming back to the intersection of consumerism and health. Write 3 paragraphs or more per session.

Reflective essay: Essays can go anywhere; they are not research papers, rather they are explorations into topics like refined opinions. Sometimes, they are dramatic or humorous. They may include paragraphs that are highly technical; or they may have pieces that are personal stories. The instructor suggests doing both in order to develop a great conclusion. The trick is to make the essay flow. Format: In a WORD document; 3½ -4 pages in length, double spaced, Times New Roman font, 12-point font, 1" margins.

Survey: The student will survey people; instructions are forthcoming.

OTC factoid report: The student will write a short report, instructions are forthcoming.

Communications: In regards to questions about the “mechanics” of the class, please communicate through the Canvas discussion folder called “Administrative issues”. This allows both questions and responses to questions to be seen by everyone. More generally, please do not send the instructor an e-mail message or a private Canvas-“inbox” message about the mechanics of the course. If you must communicate with the instructor privately, send him an email through regular non-Canvas email.

Zoom sessions: These are not mandatory meetings with the instructor (if you cannot make a session, you can watch it later as a recording). If you do log into a Zoom meeting, please have your video screen on (at all times). Visuals of faces are a good form of communication.

Reference format: If references are used, use APA format.

AI statement (starting in the fall of 2024, UT Tyler expects every course syllabus to include an AI statement): AI may be used in this course if it is acknowledged as a reference. Caution is needed however: Dr. Sorensen believes that AI is not needed, and in fact may gunk up some of your assignments. He thinks that you should be able to communicate on your own. His experience with AI is that it is a notoriously poor writer; it may write with no spelling errors, but is excessive with jargon and the “thrust” of communication may be missed with AI)

UT Tyler POLICIES

See Canvas module “Getting started” for University policies.