HEDU 4220 | Health Program Planning II

Tuesdays/Thursdays 10:45am-12:05pm (via Zoom)

Course Location: Canvas

3 credit hours

INSTRUCTOR INFORMATION

Julia Franklin, PhD, CHES

she/her/hers

Associate Professor (Lecturer)

julia.franklin@health.utah.edu (mailto:julia.franklin@health.utah.edu)

Health and Kinesiology

Office hours (via Zoom): Tuesdays 12:30pm-2:30pm and Wednesdays 12pm-2pm

COURSE DESCRIPTION

This course is a continuation of Health Program Planning I (H EDU 4210). In Part 1 you learned about health education program planning, which included how to write a rationale, assess needs, set goals and objectives, and develop interventions. The purpose of Part II is to develop strategies for evaluating the quality and effectiveness of health education programs, including data collection and analysis using a statistical package called SPSS.

PRE- OR CO-REQUISITES

C- or better in H EDU 4210 AND Full Major status in Health and Kinesiology.

REQUIRED MATERIAL
STUDENT LEARNING OUTCOMES

By the end of this course, you will be able to:

- Demonstrate knowledge and understanding of:
  1. keys to marketing a program
  2. the typical resources required to implement and evaluate a program
  3. the critical steps involved in program implementation
- Differentiate types of evaluation
- Choose the appropriate design, measurement instruments, data collection techniques, and analysis to evaluate the quality and effectiveness of a program
- Create a database in SPSS for data management, perform data entry, and analyze data
- Interpret analysis results, draw conclusions, and report those results to stakeholders

TEACHING AND LEARNING METHODS

This course includes lecture, discussion, individual activities, and group work that focus on course content and analytical skills. It will be conducted entirely online, using both synchronous (we will be online together at the same time) and asynchronous (on your own time) methods.

Preparation for CHES:

- This course is designed to meet the academic preparation qualifications expected of individuals planning to become Certified Health Education Specialists.
- Several competencies from the following Areas of Responsibility will be covered:
  - Area III - Implement Health Education/Promotion
  - Area IV - Conduct Evaluation and Research Related to Health Education/Promotion

UONLINE EXPECTATIONS

UOnline Student Expectations

Though the online format allows students greater flexibility to complete their work, this course does have a structure and timeline! As such, the following is expected of all students in this class:
Students must be self-motivated, organized, and willing to stay on top of their schedule. Students should take control of their learning while in this course.

Students are expected to follow the Core Rules of Netiquette (http://www.albion.com/netiquette/corerules.html) at all times while participating in the class and communicating with others.

Students will log in to the course a minimum of 3 times per week outside of our scheduled class times.

Students are not expected to interact with their classmates in person. Students may be expected to work with classmates via online communication options like Canvas Discussions, video conferencing, or another communication technologies of choice (Groupme, FaceTime, Google Hangouts, etc).

Students will regularly check for course updates and will update their Canvas notification settings to ensure they receive timely notifications from the course.

Students will contact their instructor or teaching assistant in a timely manner if they have any questions, are struggling with course materials, or need further assistance from their instructor.

- If you do not hear back within 3 days after sending a message, please contact your instructor/TA again.

Students will follow all official University of Utah policies regarding interpersonal conduct, academic dishonesty, and other rights and responsibilities of students outlined in the University of Utah Student Handbook (https://registrar.utah.edu/handbook/) and Code of Student Rights and Responsibilities (https://regulations.utah.edu/academics/6-400.php).

- If you have any questions about this, please contact the Dean of Students (https://deanofstudents.utah.edu/).

UOnline Instructor Expectations

Your course instructor is an expert in the topics you will learn about this semester. Your instructor is your mentor and facilitator of the classroom experience, aided by teaching assistants. Instructors are committed to:

- The instructor will design the course to include lectures, learning materials, and assignments that are accessible and provide students with opportunities to learn and practice course content.
- The instructor and teaching assistants will ensure that the course remains a safe space where students can engage with difficult content thoughtfully and respectfully.
- The instructor and teaching assistants will interact with the class regularly via announcements, virtual office hours (one-on-one video conferencing), emails/the Canvas Inbox, feedback on assignments, and comments on Discussions, among other methods.
• The instructor and teaching assistants will respond to students in a timely manner: within 48 hours, not including weekends and holidays.
• The instructor and teaching assistants will be available for individual consultation via virtual office hours (one-on-one video conferencing), email, or phone and will not require students to meet in person.
• The instructor and teaching assistants will provide relevant feedback in a timely manner.
• The instructor and teaching assistants will follow all official University of Utah policies regarding interpersonal conduct, accommodations, and other important duties.

LEARNING ASSESSMENTS

There will be a variety of written assignments and activities to be completed throughout the semester. The following is an overview of what to expect; detailed instructions will be posted on Canvas. Due dates are listed in the Course Schedule.

CYK Quizzes (6 x 10 points each)
  • These quizzes are designed to "check your knowledge" of the content presented in the textbook. Quizzes will be open-book.

Assignments (3 x 10 points each)
  • There are three assignments in which you will create materials to go with the program plan you created in HEDU 4210. You will create a line-item budget, a marketing summary, and a logic model.

Evaluation Breakdown (20 points total)
  • You will be provided examples of published articles in which health promotion programs were evaluated for quality and/or effectiveness. You will be asked to respond to a series of questions to demonstrate your understanding of the evaluation approaches used, the results reported, and the interpretation of those results.

Data Assignments (1 x 20 points, 1 x 50 points)
  • There will be two assignments that require the use of SPSS. One is focused on data management; the other, data analysis and interpretation.

Projects (1 x 20 points, 1 x 25 points, 1 x 50 points)
  • There will be three projects: One for planning, one for evaluation, and one for reporting. These projects will involve a written document as well as a creative portion (powerpoint, video, Adobe Spark, etc).
COURSE POLICIES

Submitting Assignments

- All assignments, unless otherwise announced, must be submitted to the designated area of Canvas. Do not submit assignments via email.
- Be sure when turning in an assignment via Canvas that you are attaching the correct file to be graded.
- You are responsible for submitting the assignment with the required naming convention, correct file extension, and using the software type and version required for the assignment. See assignment instructions for acceptable formats.
- It is your responsibility to maintain your computer and related equipment in order to participate in the online nature of the course.
- Discussion threads, e-mails, Zoom meetings, and chat rooms are all considered to be equivalent to classrooms, and student behavior within those environments shall conform to the University of Utah Student Code. Specifically:
  - Posting photos or comments that would be off-topic in a classroom are still off-topic in an online posting.
  - Off-color language and photos are never appropriate.
  - Using angry or abusive language is called "flaming", is not acceptable, and will be dealt with according to the Student Code.
  - Course e-mails, e-journals, and other online course communications are part of the classroom and as such, are University property and subject to GRAMA regulations and the Student Code. Privacy regarding these communications between correspondents must not be assumed and should be mutually agreed upon in advance, in writing.

Late Assignments

- Late assignments will not be accepted - no exceptions.

Grading

Grading for this course

- This is not an “A for effort” class. Points will be given based on your ability to demonstrate a clear understanding of the material, and your ability to apply what we cover in lecture and in the readings to a variety of assignments. Writing quality will also be considered for all written assignments.
- Assignments and activities will be graded within 2 weeks of submission.
Grades will be calculated as total number of points earned divided by total number of possible points; percentages will then be rounded to the nearest whole number and a letter grade assigned based on the following grading scale.

<table>
<thead>
<tr>
<th>Letter</th>
<th>Scoring</th>
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<tbody>
<tr>
<td>A</td>
<td>100% - 94%</td>
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<td>&lt; 70%–67%</td>
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<td>D-</td>
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Accommodations

Disclaimer

Accommodations will be considered on an individual basis and may require documentation.

Please contact your instructor and/or teaching assistant as soon as possible (preferably shortly before the semester begins) to request accommodations of any kind.

Content Warnings

Please be aware that some materials and discussions within this course may contain challenging content. Your instructor may choose to notify students of potentially difficult content (e.g. explicit language, graphic images, violent themes, etc.) throughout the course.

If there are specific subjects that you need advanced notice for, please contact your instructor at the beginning of the semester.

Extreme personal circumstances

Please contact your instructor as soon as possible if an extreme personal circumstance (hospitalization, death of a close relative, natural disaster, etc.) is interfering with your ability to complete your work.

Religious Practice
To request an accommodation for religious practices, **contact your instructor at the beginning of the semester.**

**Active Duty Military**

If you are student on active duty with the military and experience issues that prevent you from participating in the course **because of deployment or service responsibilities**, **contact your instructor as soon as possible** to discuss appropriate accommodations.

**Disability Access**

All written information in this course can be made available in an alternative format with prior notification to the Center for Disability Services (CDS). CDS will work with you and the instructor to make arrangements for accommodations. Prior notice is appreciated. To read the full accommodations policy for the University of Utah, please see Section Q of the [Instruction & Evaluation regulations](http://regulations.utah.edu/academics/6-100.php).

If you will need accommodations in this class, contact:

**Center for Disability Services**

🔗 801-581-5020

🌐 [disability.utah.edu](https://disability.utah.edu/)

📍 162 Union Building

200 S. Central Campus Dr.

Salt Lake City, UT 84112

**Mandatory Reporter**

Duty to Notify: As a University representative, most faculty, staff, and teaching assistants (other than professional mental health counsellors) are required to report information learned about instances of sexual misconduct, discrimination, and/or immediate threats to safety to the University of Utah Office of Equal Opportunity and Affirmative Action and/or the Office of the Dean of Students.

*If you do choose to disclose instances of sexual misconduct, discrimination, or violence to me, please be aware that I am a mandatory reporter and am required by University policies to notify the appropriate Office.*

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**Changes to the Syllabus**

**This syllabus is not a contract.** It is meant to serve as an outline and guide for your course. Please note that your instructor may modify it to accommodate the needs of your class.

**You will be notified of any changes to the Syllabus.**
COVID-19 Campus Guidelines

Students are required to self-report if they test positive for COVID-19. To report, please contact:

COVID-19 Central @ The U
☎ 801-213-2874
🌐 coronavirus.utah.edu (https://coronavirus.utah.edu/)

To reduce the spread of COVID-19 on campus, face coverings are required in all in-person classes for both students and faculty.

Based on CDC guidelines, the University requires everyone to wear face coverings in shared public spaces on campus. If you repeatedly fail to wear a face covering in class, you may be referred to the Dean of Students for a possible violation of the Student Code.

Some courses may require attendance due to hands-on coursework. Please read the syllabus and attendance requirements for the course thoroughly.

Some students may qualify for accommodations & exemptions from these guidelines through the Americans with Disabilities Act (ADA). Accommodations should be obtained prior to the first day of class.

If you believe you meet these criteria, contact:

Center for Disability & Access
☎ 801-581-5020
🌐 disability.utah.edu (https://disability.utah.edu/)
📍 162 Union Building
   200 S. Central Campus Dr.
   Salt Lake City, UT 84112

Drop/Withdrawal Policies

Students may drop a course within the first two weeks of a given semester without any penalties.

Students may officially withdraw (W) from a class or all classes after the drop deadline through the midpoint of a course. A “W” grade is recorded on the transcript and appropriate tuition/fees are assessed. The grade “W” is not used in calculating the student’s GPA.

For deadlines to withdraw from full-term, first, and second session classes, see the U's Academic Calendar (https://registrar.utah.edu/academic-calendars/index.php).

Plagiarism & Cheating
It is assumed that all work submitted to your instructor is your own work. When you have used ideas of others, you must properly indicate that you have done so.

Plagiarism and cheating are serious offenses and may be punished by failure on an individual assignment, and/or failure in the course. Academic misconduct, according to the University of Utah Student Code,

“...Includes, but is not limited to, cheating, misrepresenting one’s work, inappropriately collaborating, plagiarism, and fabrication or falsification of information...It also includes facilitating academic misconduct by intentionally helping or attempting to help another to commit an act of academic misconduct.”

For details on plagiarism and other important course conduct issues, see the U's Code of Student Rights and Responsibilities (http://regulations.utah.edu/academics/6-400.php).

Course Materials Copyright

The Content is made available only for your personal, noncommercial educational and scholarly use. You may not use the Content for any other purpose, or distribute, post or make the Content available to others, unless you obtain any required permission from the copyright holder. Some Content may be provided via streaming or other means that restrict copying; you may not circumvent those restrictions. You may not alter or remove any copyright or other proprietary notices included in the Content.

Please see the Code of Student Rights and Responsibilities (https://regulations.utah.edu/academics/6-400.php), Section III.A.5 regarding use and distribution of class Content and materials.

https://regulations.utah.edu/academics/6-400.php

Section III.A.5. prohibits the following:
Sale or distribution of information representing the work product of a faculty member to a commercial entity for financial gain without the express written permission of the faculty member responsible for the course. (“Work product” means original works of authorship that have been fixed in a tangible medium and any works based upon and derived from the original work of authorship.)

Safety at the U

The University of Utah values the safety of all campus community members. You will receive important emergency alerts and safety messages regarding campus safety via text message.

For more information regarding safety and to view available training resources, including helpful videos, visit safeu.utah.edu (http://safeu.utah.edu).

To report suspicious activity or to request a courtesy escort, contact:

Campus Police & Department of Public Safety

📞 801-585-COPS (801-585-2677)
🌐 dps.utah.edu (https://dps.utah.edu)
Wellness at the U

Your personal health and wellness are essential to your success as a student. Personal concerns like stress, anxiety, relationship difficulties, depression, or cross-cultural differences can interfere with a student’s ability to succeed and thrive in this course and at the University of Utah.

Please feel welcome to reach out to your instructor or TA's to handle issues regarding your coursework.

For helpful resources to manage your personal wellness and counseling options, contact:

**Center for Student Wellness**

📞 801-581-7776  
🌐 wellness.utah.edu

📍 2100 Eccles Student Life Center  
    1836 Student Life Way  
    Salt Lake City, UT 84112

**Women's Resource Center**

📞 801-581-8030  
🌐 womenscenter.utah.edu

📍 411 Union Building  
    200 S. Central Campus Dr.  
    Salt Lake City, UT 84112

(https://womenscenter.utah.edu/)

Addressing Sexual Misconduct

Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/expression) is a civil rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran’s status, or genetic information.

If you or someone you know has been harassed or assaulted, you are encouraged to report it to university officials:

**Title IX Coordinator & Office of Equal Opportunity and Affirmative Action**

📞 801-581-8365  
🌐 oeo.utah.edu

📍 135 Park Building  
    201 Presidents’ Cir.  
    Salt Lake City, UT 84112
Office of the Dean of Students
🔗 801-581-7066
🔗 deanofstudents.utah.edu (https://deanofstudents.utah.edu/)
📍 270 Union Building
200 S. Central Campus Dr.
Salt Lake City, UT 84112

To file a police report, contact:

Campus Police & Department of Public Safety
🔗 801-585-COPS (801-585-2677)
🔗 dps.utah.edu (https://dps.utah.edu/)
📍 1735 E. S. Campus Dr.
Salt Lake City, UT 84112

If you do not feel comfortable reporting to authorities, the U’s Victim-Survivor Advocates provide free, confidential and trauma-informed support services to students, faculty, and staff who have experienced interpersonal violence.

To privately explore options and resources available to you with an advocate, contact:

Center for Student Wellness
🔗 801-581-7776
🔗 wellness.utah.edu (http://wellness.utah.edu/)
📍 328 Student Services Building
201 S. 1460 E.
Salt Lake City, UT 84112

Americans With Disabilities Act (ADA)

The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities.

All written information in this course can be made available in an alternative format with prior notification to the Center for Disability & Access (CDA). CDA will work with you and the instructor to make arrangements for accommodations. Prior notice is appreciated. To read the full accommodations policy for the University of Utah, please see Section Q of the Instruction & Evaluation regulations (http://regulations.utah.edu/academics/6-100.php).

If you will need accommodations in this class, or for more information about what support they provide, contact:

Center for Disability & Access
🔗 801-581-5020
🔗 disability.utah.edu (https://disability.utah.edu/)
📍 162 Union Building
200 S. Central Campus Dr.
Salt Lake City, UT 84112
Diverse Student Support

Your success at the University of Utah is important to all of us here! If you feel like you need extra support in academics, overcoming personal difficulties, or finding community, the U is here for you.

Student Support Services (TRIO)

TRIO federal programs are targeted to serve and assist low-income individuals, first-generation college students, and individuals with disabilities.

Student Support Services (SSS) is a TRIO program for current or incoming undergraduate university students who are seeking their first bachelor's degree and need academic assistance and other services to be successful at the University of Utah.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

Student Support Services (TRIO)

📞 801-581-7188
🌐 [trio.utah.edu](https://trio.utah.edu/)
📍 Room 2075
1901 E. S. Campus Dr.
Salt Lake City, UT 84112

American Indian Students

The AIRC works to increase American Indian student visibility and success on campus by advocating for and providing student centered programs and tools to enhance academic success, cultural events to promote personal well-being, and a supportive “home-away-from-home” space for students to grow and develop leadership skills.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

American Indian Resource Center

📞 801-581-7019
🌐 [diversity.utah.edu/centers/airc](https://diversity.utah.edu/centers/airc/)
📍 Fort Douglas Building 622
1925 De Trobriand St.
Salt Lake City, UT 84113

Black Students

Using a pan-African lens, the Black Cultural Center seeks to counteract persistent campus-wide and global anti-blackness. The Black Cultural Center works to holistically enrich, educate, and advocate for students, faculty, and staff through Black centered programming, culturally affirming educational initiatives, and retention strategies.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:
Students with Children

Our mission is to support and coordinate information, program development and services that enhance family resources as well as the availability, affordability and quality of child care for University students, faculty and staff.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

Center for Childcare & Family Resources

801-585-5897

[childcare.utah.edu](http://childcare.utah.edu/)

408 Union Building

200 S. Central Campus Dr.

Salt Lake City, UT 84112

Students With Disabilities

The Center for Disability Services is dedicated to serving students with disabilities by providing the opportunity for success and equal access at the University of Utah. They also strive to create an inclusive, safe, and respectful environment.

For more information about what support they provide and links to other resources, view their website or contact:

Center for Disability Services

801-581-5020

[disability.utah.edu](http://disability.utah.edu/)

162 Union Building

200 S. Central Campus Dr.

Salt Lake City, UT 84112

Students of Ethnic Descent

The Center for Ethnic Student Affairs offers several programs dedicated to the success of students with varied cultural and ethnic backgrounds. Their mission is to create an inclusive, safe campus community that values the experiences of all students.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

Center for Ethnic Student Affairs

801-581-8151

[diversity.utah.edu/centers/cesa/](https://diversity.utah.edu/centers/cesa/)
English as a Second/Additional Language (ESL) Students

If you are an English language learner, there are several resources on campus available to help you develop your English writing and language skills. Feel free to contact:

Writing Center

801-587-9122

g writingcenter.utah.edu (http://writingcenter.utah.edu/)

2701 Marriott Library
295 S 1500 E
Salt Lake City, UT 84112

English for Academic Success (EAS) Program

801-581-8047

g linguistics.utah.edu/eas-program (https://linguistics.utah.edu/eas-program/)

2300 LNCO
255 S. Central Campus Dr.
Salt Lake City, UT 84112

English Language Institute

801-581-4600

g continue.utah.edu/eli (http://continue.utah.edu/eli)

540 Arapeen Dr.
Salt Lake City, UT 84108

Undocumented Students

Immigration is a complex phenomenon with broad impact—those who are directly affected by it, as well as those who are indirectly affected by their relationships with family members, friends, and loved ones. If your immigration status presents obstacles that prevent you from engaging in specific activities or fulfilling specific course criteria, confidential arrangements may be requested from the Dream Center.

Arrangements with the Dream Center will not jeopardize your student status, your financial aid, or any other part of your residence. The Dream Center offers a wide range of resources to support undocumented students (with and without DACA) as well as students from mixed-status families.

For more information about what support they provide and links to other resources, view their website or contact:

Dream Center

801-213-3697

g dream.utah.edu (http://dream.utah.edu/)

1120 Annex (Wing B)
1901 E. S. Campus Dr.
Salt Lake City, UT 84112
LGBTQ+ Students

The LGBTQ+ Resource Center acts in accountability with the campus community by identifying the needs of people with a queer range of [a]gender and [a]sexual experiences and responding with university-wide services.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

**LGBTQ+ Resource Center**

- [801-587-7973](tel:801-587-7973)
- [lgbt.utah.edu](http://lgbt.utah.edu/)
- 409 Union Building
  - 200 S. Central Campus Dr.
  - Salt Lake City, UT 84112

Veterans & Military Students

The mission of the Veterans Support Center is to improve and enhance the individual and academic success of veterans, service members, and their family members who attend the university; to help them receive the benefits they earned; and to serve as a liaison between the student veteran community and the university.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

**Veterans Support Center**

- [801-587-7722](tel:801-587-7722)
- [veteranscenter.utah.edu](http://veteranscenter.utah.edu/)
- 418 Union Building
  - 200 S. Central Campus Dr.
  - Salt Lake City, UT 84112

Women

The Women’s Resource Center (WRC) at the University of Utah serves as the central resource for educational and support services for women. Honoring the complexities of women’s identities, the WRC facilitates choices and changes through programs, counseling, and training grounded in a commitment to advance social justice and equality.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

**Women’s Resource Center**

- [801-581-8030](tel:801-581-8030)
- [womenscenter.utah.edu](http://womenscenter.utah.edu/)
- 411 Union Building
  - 200 S. Central Campus Dr.
  - Salt Lake City, UT 84112
Inclusivity at the U

The Office for Inclusive Excellence is here to engage, support, and advance an environment fostering the values of respect, diversity, equity, inclusivity, and academic excellence for students in our increasingly global campus community. They also handle reports of bias in the classroom as outlined below:

*Bias or hate incidents consist of speech, conduct, or some other form of expression or action that is motivated wholly or in part by prejudice or bias whose impact discriminates, demeans, embarrasses, assigns stereotypes, harasses, or excludes individuals because of their race, color, ethnicity, national origin, language, sex, size, gender identity or expression, sexual orientation, disability, age, or religion.*

For more information about what support they provide and links to other resources, or to report a bias incident, view their website or contact:

**Office for Inclusive Excellence**

- 801-581-4600
- inclusive-excellence.utah.edu (https://inclusive-excellence.utah.edu/)
- 170 Annex (Wing D)
- 1901 E. S. Campus Dr.
- Salt Lake City, UT 84112

Other Student Groups at the U

To learn more about some of the other resource groups available at the U, check out:

- getinvolved.utah.edu/ (https://getinvolved.utah.edu/)
- studentsuccess.utah.edu/resources/student-support (https://studentsuccess.utah.edu/resources/student-support/)

CANVAS INFORMATION

Canvas is the where course content, grades, and communication will reside for this course.

- Access Canvas through utah.instructure.com (http://utah.instructure.com) or through CIS (https://cis.utah.edu)
- For Canvas, Passwords, or any other computer-related technical support contact the Campus Help Desk (https://it.utah.edu/help/).
  - 801 581-4000
  - http://it.utah.edu/help (https://it.utah.edu/help)
  - helpdesk@utah.edu (mailto:helpdesk@utah.edu)
- For Canvas related issues or bugs, contact the Teaching & Learning Technologies help desk
COURSE SCHEDULE

Note: Our schedule is subject to revision based on the needs of our class; any updates will be made available for students through Canvas.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Module</th>
<th>From the textbook*</th>
<th>Assignments**</th>
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<tbody>
<tr>
<td>Aug 25 - Sept 3</td>
<td>Module 1: From Planning to Evaluation</td>
<td>Ch. 13</td>
<td>• 9/1 CYK Quiz #1</td>
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<td>• 9/3 Program Plan Project</td>
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<td>Sept 8 - Oct 1</td>
<td>Module 2: Program Implementation</td>
<td>Chs. 10-12</td>
<td>• 9/8 CYK Quiz #2</td>
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<td>• 9/22 CYK Quiz #4</td>
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<td>• 9/24 Marketing Summary</td>
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<td>Oct 6 - Oct 29</td>
<td>Module 3: Evaluation Approaches and Designs</td>
<td>Ch. 14</td>
<td>• 10/6 CYK Quiz #5</td>
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<td>• 10/15 Evaluation Breakdown</td>
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<td>• 10/29 Midterm Project</td>
</tr>
<tr>
<td>Nov 10 - Dec 3</td>
<td>Module 4: Data Management, Analysis, and Reporting</td>
<td>Ch. 15</td>
<td>• 11/3 CYK Quiz #6</td>
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<td></td>
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<td>• 11/12 Codebook &amp; Database</td>
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<td>• 12/3 Data Analysis &amp; Interpretation</td>
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<tr>
<td>Dec 7 - Dec 11</td>
<td>Finals Week</td>
<td></td>
<td>• 12/10 Final Project</td>
</tr>
</tbody>
</table>

*Additional readings may also be assigned.

**CYK quizzes due by 10:30am, all others due by midnight. See assignment details in the course or the Canvas calendar.