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| **Modul** / *module*: | Health Communication |
| **Modulansvarlig** / *module coordinator*: |  |
| **Semester (f.eks. forår 2016)** / *Semester (e.g. spring 2016)* | 2nd semester |
| **Svarprocent /** *response rate***:** | 48% |

**Handleplan - undervisningsevaluering /** *Plan of action - evaluation of teaching*
*(Please respond in English for modules on the master programme!)*

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| **Hvilke positive udsagn gik igen under kommentarfelterne?** / *Which positive statements were repeated in the comments?* |
| The majority of the students says that the course has stimulated them to actively participate and engage. Furthermore, most students feel that they have gained knowledge, skills and competences that will be useful during their future careers.At least some participants are also satisfied with the examples and applications to the health context used in the class. |
| **Hvilke negative udsagn gik igen under kommentarfelterne?** / *Which negative statements were repeated in the comments?* |
| One issue raised was that the textbook is not related to the Health context. Closely related to this, students say, that it was difficult for them to apply the theory to health-related issues.Furthermore, the exercise sessions were not evaluated beneficial by some students. This criticism included the timing of the exercise sessions, which were scheduled at the end of the course. |
| **Hvilke forslag til forbedringer fremgik af evalueringen?** / *Which suggestions to improvements were raised in the evaluation results?* |
| One suggestion was to change the textbook for the course and use one with a clear health-related focus.Furthermore, the students suggest using more examples of health campaigns as well as including more group work. |

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| **Bemærkning til evalueringsresultaterne /** *Comments to the results* |
| Fra studielederen / From the head of studies | Fra studiekoordinatoren / From the study coordinator | Fra studiesekretæren / From the study secretary |
| No comments | No comments | No comments |
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| **Handlingsplan** / *Plan of action* |
| The general content and structure of the course was not criticized by the students and will therefore not be changed. However, since a considerable share of the students have difficulties in applying the theories to the health context and wish for more health-related literature, the current textbook will be complemented with a textbook with a health-related focus (probably: French, J. (Ed.) (2017): Social marketing and public health. 2nd ed. Oxford: Oxford University Press.) to ensure a better connection between theory and application. The new book will, however, not completely replace the current textbook, since the current book is very useful for a thorough understanding of the main theories of consumer behaviour. These theories are necessary to forecast, how the target audiences will respond to health promotion campaigns.In terms of using more health-related examples during the classes, I have, during the last three years increasingly put the focus on applying the course’s content, models and theory to examples that relate to the student’s own experience and interests by inviting them to share interesting cases via Blackboard. However, the students’ response to this approach has been very poor this year; only one student contributed with an interesting public health campaign, which was then also used as an example in class. Nevertheless, I am convinced that this approach is useful to increase student engagement and interest in the course. Therefore, I will pursue it next year and try to develop strategies to better motivate the students to contribute examples that they find interesting.Regarding the exercise sessions, the criticism is partly understandable, since the instructor had to fill in at very last minute, because the instructor, who was initially hired called off the day before the first session was supposed to take place. We therefore had to move some exercise sessions toward the end of the course to allow for some preparation time for the new instructor. This situation was certainly not ideal. However, I do not expect this scenario to happen again next year. Hence, the instructor will have sufficient preparation time and we will have the opportunity to discuss the content of the exercise sessions in detail. We will also schedule the exercise sessions more evenly throughout the course. |