

Title of Module (*please add any codes used if these are identifiable in the timetable*):
Communication and Health

Coordinator(s) / organiser(s):
 Pulung Siswantara, S.KM., M.Kes. (Module Leader)

Teaching Faculty			
Title	Name	Qualifications*	Hours contributed
Mr.	Pulung Siswantara	S.KM., M.Kes.	41
Dr.	Sri Widati	S.Sos., M.Si., Dr.	25.53
Mr.	Hario Megatsari	S.KM., M.Kes.	33.4
Mrs.	Ira Nurmala	S.KM., M.PH., Ph.D.	33.4

* *PhD, Master, 20 years service(in practice) etc. Only provide details for faculty responsible for 25% or more of course load.*

Core /elective or optional:	<p>Core: Health Communication (SOK321) Basic Information Education Communication (IEC) in Public Health (SOK326)</p> <p>Elective: Media Development in Public Health (SOK325) Integrated Marketing Communication in Health (SOK408)</p>
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Number of SKS credits allocated	Student's workload in hours	Contact work hours*	Self-study work hours
10 SKS	453.33	133.33	320

* *includes lectures, seminars, face-to-face, assessments*

<p>Learning competences / objectives</p> <p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Define the benefits and limitations of the data 2. Identify data appropriately and relevant as a source of information 3. Collect, summarize, and interpret data of the public health issues 4. Communicate through the visual, audio, and audiovisual media 5. Advocate the health programs 6. Participate in the program for solving public health problems 7. Distribute the public health information using media, technology, and networking 8. Merge multiple strategies to interact with community 9. Express the policy options and formulate them clearly and concisely

<p>Syllabus content. Brief overview of syllabus using bullet points.</p> <p>Health Communication:</p> <ul style="list-style-type: none"> • Development, interpretation, and concepts of communication in health promotion
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- Communication and behavioral alteration process
- Health communication planning
- Health communication in qualitative and quantitative research
- Development of the effective communication for health promotion

Basic Information Education Communication (IEC) in Public Health:

- Developing process of the communicative media
- Health education
- Development of the effective health promotion design
- Interpretation of planning process (P – Process) method
- Development of health promotion media

Media Development in Public Health:

- Health advertisement
- Communication circle
- Visual communication design
- Development of visual media
- Script writing for audio and audiovisual media
- Strategy of health promotion

Integrated Marketing Communication in Health:

- Concept of integrated marketing communication in health
- Concept, process and difference of commercial and social marketing
- Communication for behaviour impact (COMBI)
- Method of integrated marketing communication

Module level timetable - indicate the timing of the teaching sessions from the previous and upcoming teaching year:

Health Communication: 07.00-09.00 a.m., Friday, 2rd semester

Basic Information Education Communication (IEC) in Public Health: 5th semester

Media Development in Public Health: 6th semester

Integrated Marketing Communication in Health: 7th semester

Pedagogic/teaching methodology:

Scheduled learning includes lectures, discussions about the actual real life cases, and seminars in groups for applying problem solving techniques to solve real life issues which are given by lecturer. During lecture in the classroom, the lecturer gives the didactic question to the students.

In many meetings, the lecturer tends to ask students making simulation, focusing imaging, role play, games, and debate for improving their capability understanding those topics.

Lecturer presents the teaching materials with LCD and whiteboard. The students are divided into small groups. Each group has to discuss the topic determined by the lecturer and present the results to the class.

Independent learning includes hours engaged with essential reading, assignment preparation and completion and self-directed study. Students are provided with access to essential and supplementary learning via email or e-learning (AULA) and whiteboard.

Assessments used:

There are three types of examination:

1. Middle examination (40%)
2. Final examination (40%)
3. Structured assignment (20%)

Each examination takes 100 minutes includes essays. The examination assesses the students' knowledge and understanding and all learning outcomes of the module. Structured assignment is given by writing a paper then the students present it and develop the prototype of media, such as poster based on the specific topics given.

Weeks required and place in academic calendar:	Number of weeks	Week number
Health Communication Friday, 07.00-09.00 a.m. Weeks beginning 16/02/2018 – 01/06/2018	16	17-32
Basic Information Education Communication (IEC) in Public Health Weeks beginning 08/2019 – 11/2019	16	01-16
Media Development in Public Health Weeks beginning 02/2020 – 05/2020	16	17-32
Integrated Marketing Communication in Health Weeks beginning 08/2020 – 11/2020	16	01-16