

## UČNI NAČRT PREDMETA/COURSE SYLLABUS

<b>Predmet:</b>	<b>Komuniciranje in promocija v zdravstvu</b>
<b>Course title:</b>	<b>Communication and Promotion in Health Care</b>

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Zdravstvene vede/3. stopnja	Preventiva v zdravstvu	2. letnik	3.
Health sciences/3 <sup>rd</sup> Cycle	Prevention in Health Care	2 <sup>nd</sup> year	3 <sup>rd</sup>

**Vrsta predmeta/Course type** izbirni/elective

**Univerzitetna koda predmeta/University course code:** 3\_ZV\_2\_UN5\_IP\_PZ

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
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15	10				425	15
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**Nosilec predmeta/Lecturer:** prof. dr. Karmen Erjavec

<b>Jeziki/ Languages:</b>	<b>Predavanja/Lectures</b>	slovenski/Slovenian
	<b>Vaje/Tutorial:</b>	slovenski/Slovenian

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

- Vpis v drugi letnik študijskega programa.
- Študent mora pripraviti in predstaviti ter zagovarjati raziskovalno nalogo.

**Prerequisites:**

- Enrolment in the second year of study.
- Student has to prepare, present and defend a research paper.

**Vsebina:**

- Teoretični pristopi k zdravstvenem komuniciranju (prednostno tematiziranje, teorija okvirjanja, pristop uporabe in zadovoljitve, organizacijsko komuniciranje),
- Metodološki pristopi k proučevanju zdravstvenega komuniciranja,
- Zdravstvena pismenost: koncept, strategije in analiza,
- Krizno zdravstveno komuniciranje,
- Zdravstvena sporočila, mediji in potrošniki,
- Komuniciranje v zdravstveni organizaciji,

**Content (Syllabus outline):**

- Theoretical approaches to health communications (agenda setting, framing theory, use and satisfaction approach, organisational communication),
- Methodological approaches to the health communication research,
- Health literacy: concept, strategy, analysis,
- Crisis health communication,
- Health messages, media and consumers,
- Communication in a health organization,

- Organizacija, izvedba in analiza promocijskih kampanj.

- Organization, implementation and analysis of promotional campaigns.

### Temeljna literatura in viri/Readings:

- McFarland, M., Wehbe-Alamah, R. (2015). *Culture Care Diversity and University*. Burlington: Jones & Bartlett learning.
- Moss, B. (2020). *Communication skill in nursing, health & social care*. Los Angeles: Sage.
- Burnard, P., Gill, P. (2013). *Culture, Communication and Nursing*. Abington: Routledge.

### Cilji in kompetence:

*Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:*

- celovito kritično mišljenje in sposobnost analize, sinteze in predvidevanje rešitev ter posledic problemov s področij zdravstvenega komuniciranja,
- obvladovanje raziskovalnih metod postopkov, procesov in tehnologije, še posebej na področju proučevanja zdravstvenega komuniciranja,
- avtonomnost pri odločanju ter sprejemanju odločitev in odgovornost za sprejete odločitve,
- usposobljenost za prepoznavanje potreb po spremembah in uvajanju le-teh na področju zdravstvenega komuniciranja,
- etična refleksija in zavezanost profesionalni etiki,
- reševanje kompleksnih komunikacijskih izzivov (krizno komuniciranje),
- vodenje in analiza promocijskih kampanj.

### Objectives and Competences:

*The course unit contributes mainly to the development of the following general and specific competences:*

- comprehensive critical thinking, the competence to analyse, synthesise and anticipate solutions in the field of health care communication,
- mastering the research methods of procedures, processes and technology, especially in the field of health care communication,
- autonomy in decision making and responsibility for decisions made,
- the ability to identify the need for change and their implementation in the field of health care communication,
- ethical reflection and commitment to professional ethics,
- the solution of complex communication challenges (crisis communication),
- management and analysis of promotional campaigns.

### Predvideni študijski rezultati:

#### *Študent/študentka:*

- pozna in razume pomen zdravstvenega komuniciranja v družbi,
- pozna in razume, kako zdravstveno komuniciranje vpliva na potrošnike,

### Intended Learning Outcomes:

#### *Students:*

- know and understand the importance of health care communication in society,
- know and understand the impact of health care communication on consumers,

- uporablja kompleksno znanje in veščine za proučevanje zdravstvenega komuniciranja,
- pozna in uporablja znanje in veščine zdravstvenih promocij,
- pridobljeno znanje uporablja pri procesih zdravstvenega komuniciranja in promocije.

- use complex knowledge and skills to study health care communication,
- know and use the knowledge and skills of health promotion,
- use the acquired knowledge in the processes of health communication and promotion.

#### Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov),
- *seminarji*:
  - študij primera iz prakse,
  - načrt za raziskovalno-projektno delo,
  - izvedba raziskave (voden individualni študij),
  - izdelava, predstavitev in zagovor raziskovalne naloge;
- konzultacije (individualne in kolektivne).

#### Learning and Teaching Methods:

- *lectures* with active student participation (explanation, discussion, questions, examples, problem solving),
- *seminars*:
  - studying an example from practice,
  - a plan for research/project work,
  - research implementation (guided individual study),
  - preparation, presentation and defence of the research paper;
- consultations (individual and in groups).

Načini ocenjevanja:	Delež (v %)/Weighting (in %)	Assessment:
<p>Načini:</p> <ul style="list-style-type: none"> <li>• temeljna ali aplikativna raziskovalna naloga z zagovorom (obseg 30.000 znakov).</li> </ul> <p><i>Ocenjevalna lestvica:</i> <b>uspešno, neuspešno.</b></p>	<p>100 %</p>	<p>Types:</p> <ul style="list-style-type: none"> <li>• fundamental or applicative research paper with defence (30,000 characters).</li> </ul> <p><i>Grading scale:</i> <b>pass, fail.</b></p>