

# Health Promotion Management

## MASTER OF SCIENCE IN HEALTH PROMOTION MANAGEMENT

Prerequisites for all courses: Acceptance to the MS in Health Promotion Management Program or by department approval.

### HPM 508 THEORIES AND PRINCIPLES OF HEALTH PROMOTION

Credit Hours: 3

This course explores the cognitive and behavioral model/techniques of human learning, behavior change. The elements of a holistic lifestyle - incorporating social (work, leisure, family), physical (exercise, nutrition, etc.), intellectual (creativity, challenge), spiritual (meaning), and emotional (feelings) are addressed. Health promotion program planning in the three areas of exercise/physical activity, stress management and healthy eating/weight management are emphasized.

### HPM 505 STRATEGIC MANAGEMENT

Credit Hours: 3

Effective strategic planning and management is vital to an organization's success and involves employees in every area of operation. Understanding the processes involved in strategic planning, including assessment, creating alliances/collaboration within and outside of the organization, synchronizing business planning with emerging trends, and using market research data to guide strategic planning are fundamental concepts addressed in this course.

### HPM 538 CRITICAL ANALYSIS OF RESEARCH

Credit Hours: 3

Evidence-based practice in planning and implementation of effective health promotion initiatives, interventions and comprehensive programs includes the development of skills in applied statistics and research. Students will learn to critically examine research and determine best-practices that can be applied to specific issues or questions.

### HPM 515 CHANGE MANAGEMENT

Credit Hours: 3

This course focuses on effectively managing change at an organizational level. Students examine and develop strategies to facilitate change as a positive and dynamic force. Specific areas include effective communication and communication tools, transition planning, understanding the dynamics of group culture and organizational behavior, supportive cultural environments and understanding the human element of

change, including resistance to and acceptance of change.

### HPM 518 ORGANIZATIONAL DIAGNOSIS AND NEEDS ASSESSMENT

Credit Hours: 3

This course presents the theory, structure, and instrumentation for assessing the health and organizational development needs of an organization, agency or other community population. The course examines models/tools that serve as guides for planning, conducting and reporting a comprehensive needs assessment within the context of whole-person, whole-organization health promotion. A needs assessment will be designed and administered by the student during this course resulting in the identification of a priority health promotion issues(s) for a specific target population and recommendations for future planning.

### HPM 528 PROGRAM DESIGN AND EVALUATION

Credit Hours: 3

This course focuses on a variety of program design models based on needs, with special attention to the utilization criteria and predicted impact of each. Skills for program provision using an integrated management approach as well as program marketing and promotion strategies can be applied. Culturally competent programming will be addressed through the development and selection of appropriate materials and educational strategies. Each model will also be examined with the focus of setting up comprehensive formative and summative evaluation plans during the planning phase. Techniques related to writing and implementing a business plan that unifies corporate and individual goals will be practiced.

### HPM 525 HUMAN RESOURCE MANAGEMENT

Credit Hours: 3

This course presents an overview of the human resources function and the economic and legal environments in which the human resources manager's duties are performed. Emphasis will be placed on work-life quality issues and the integration of health promotion into the employer-employee relationship. Business management including management of technologies, facilities and equipment, insurance, and business ethics is also addressed. The student will also learn the theoretical framework for, and practical administration of all major areas of human resources (HR) management including policy and procedures, staffing (including training and performance evaluation) budgeting and strategic plan development. Students will ensure that decisions and actions are in compliance with federal, state, and local laws and regulations.

**HPM 542 HUMAN AND FINANCIAL  
RETURN ON INVESTMENT**

Credit Hours: 3

An overview of program evaluation approaches and designs will be conducted. Evaluation data will be managed, analyzed, interpreted, reported, and then utilized. Through the application of fundamental principles in business finance, students examine the bottom-line effect of wellness programming and the financial return on investment of wellness initiatives.

**HPM 535 ETHICAL LEADERSHIP AND  
CONFLICT MANAGEMENT**

Credit Hours: 3

Ethical expectations for leaders include respecting rights of others, honesty in all interactions, and decision-making practices that are based on legal principles and that maintain confidentiality, impartiality, and sensitivity to diversity. This course develops skills in these areas through analysis literature and application of best practices. In addition, effective ethical leadership requires conflict management skills. Specific areas addressed include: using negotiation skills to reach consensus on critical issues while maintaining trust relationships with key constituents; resolving conflicts in ways that create energy and motivation for appropriate change; and building trust and relationships to motivate individuals and groups to become effective teams.

**HPM 590 MARKETING HEALTH  
PROMOTION**

Credit Hours: 3

A synthesis of health promotion concepts coupled with specific skills related to developing and understanding marketing research, marketing strategies, marketing design, and measuring marketing effectiveness culminate in the authorship of an original marketing plan for an organization that meets individual and corporate goals with respect to work life quality and holistic health.

**HPM 591 HEALTH PROMOTION  
MANAGEMENT CAPSTONE**

Credit Hours: 3

Students are required to submit a portfolio of work as well as synthesize ideas and knowledge from courses throughout the program in the form of a written paper or project that addresses a specific health promotion problem or issue.