



HHPH 250, 01W, CONSUMER HEALTH

COURSE SYLLABUS: FALL 2025

WEB-BASED

INSTRUCTOR INFORMATION

Instructor: Deborah Miller, MS

Office Hours: By Appointment (schedule via email)

University Email Address: Deborah.Miller@etamu.edu

Communication Response Time: 24-48 business hours, outside of weekends

COURSE INFORMATION

Course Value: Three (3) credit hours

Course Location: Online/D2L

Required Text: Synovitz, L.B. (2020). Consumer Health & Integrative Medicine: A Holistic View of Complementary and Alternative Medicine Practices (2nd ed.). Jones & Bartlett Learning. Access

Available via e-book on the first day of class through inclusive access

Course Description

Attention will be given to current health problems and issues dealing with consumerism. The course will involve student establishing concepts of self-protection in sales promotion of health products and services.

Student Learning Outcomes

1. After defining the major consumer issues, the student will learn how to use the scientific method to separate fact from fiction, identify frauds and quackery, and how advertising and other marketing activities influence consumer decisions.
2. Identify the major functions influencing health care.
3. Identify resources for protection of the consumer.
4. Describe the leading health problems.
5. Identify major agencies, foundations, and associations supporting community health at local, state, national and international levels.

*** If you run into a technical issue, contact the Help Desk, create a ticket, and notify me.
helpdesk@etamu.edu and/or 24/7 Call Center: 903-468-6000 ***

Course Graded Assessments - Due Sundays by 11:59PM

Quizzes (17%)

Students will complete 19 open-book multiple choice or T/F quizzes related to each week's assigned chapters. The 2 lowest quiz grades are dropped. Quizzes are timed at 15 minutes. No make-up quizzes will be given unless arrangements are made BEFORE the exam or a verifiable medical excuse is provided.

Exams (40%)

A multiple choice and T/F mid-term and final exam will be completed via D2L covering all information included in homework assignments, websites, quizzes, and the book. Exams are limited to 2 hours. No make-up exams will be given unless arrangements are made BEFORE the exam or a verifiable medical excuse is provided.

Current Issue Presentation (12%)

Students will create a recorded presentation of themselves discussing a current consumer health issue to share with the class. Please choose an issue not covered in class.

Experiential Learning (15%)

Give of your time and talents in service to the community by volunteering for a minimum of 3 hours to a health-related organization. After completing, write a two-three page paper (typed, double-spaced, 12 font, and 1 inch margin) answering the assignments questions.

Examples: Feed My Starving Children (Richardson); People Who Love People (Collin County); local food pantries; homeless shelters; senior homes / Story Corps, etc.

Homework (Activity, Discussion, Reflection Assignments) (16%)

The student will be responsible for obtaining all materials presented online, assigned readings from the textbook, and outside assignments given by the instructor. The student is responsible for ensuring their assignments follow directions and are submitted in D2L on time.

Extra Credit

Three extra credit assignments will be available, worth 20 points each.

Grading

Chapter Quizzes (17 @ 10 points each)	170 points
Exams (2 @ 200 points each)	400 points
Current Issue Presentation	120 points
Experiential Learning	150 points
<u>Homework (10 - 45 points each)</u>	<u>160 points</u>
TOTAL	1,000 points

Grade Scale:	900 – 1000 points = A	800 – 899 = B	700 – 799 = C
	600 – 699 = D	0 – 599 = F	

The syllabus/schedule are subject to change

Late Work/Make-up Policy

Students are expected to complete each week's assignments, quizzes, etc... by **Sunday @ 11:59pm**. However, sometimes "life happens", therefore:

- **Contact Prof. Miller by Friday @ noon before the deadline to explain the situation.** Only if warranted by the situation, a reasonable extension will be negotiated. This does not apply to poor planning/last minute questions. See Interaction with Instructor Statement (p. 5).
- **In the case of a documented emergency**, contact Prof. Miller as soon as reasonable possible to negotiate a timeline for make-up work.
 - **Example of a documented emergency:** you are unexpectedly in the hospital when an assignment is due and have paperwork that shows this, including the date.
 - **Example of what is not a documented emergency:** you are caring for someone who is sick. Contact Prof. Miller before the deadline to obtain an extension.
- Late assignments that do not meet these criteria will not be accepted/will receive a 0.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Students should have a basic knowledge of computer and Internet skills to be successful in an online course, including:

1. Knowledge of terminology, such as browser, application, URL, etc.
2. Understanding of basic computer hardware and software; ability to perform computer operations, such as: managing files and folders: save, name, copy, move, backup, rename, delete, check properties.
3. Ability to use the learning management system, using Microsoft Word and PowerPoint, using presentation and graphics programs, accessing, and navigating sites like YouTube
4. Knowledge of copying and pasting, spell-checking, saving files in different formats and sending and downloading attachments
5. Internet skills (connecting, accessing, using browsers) and ability to perform online research using various search engines and library databases.
6. Ability to use online communication tools, such as email (create, send, receive, reply, print, send/receive attachments), discussion boards (read, search, post, reply, follow threads), chats, etc.

Student Responsibilities and Tips for Success in this Course

Strong reading and writing skills:

- Most of the material in the online environment will come from your textbooks, discussions, chapter PowerPoints, and videos; therefore, strong reading, writing and critical thinking skills are very important for success in an online course.
- Success in this class will come from independent reading of textbook chapters as well as other assigned material. The syllabus/schedule are subject to change.

Self-motivated and independent learner:

- While online courses can offer more flexibility in scheduling, they require more self-discipline and independence than on-campus courses.
- In the online environment, you must be able to start and to work on tasks on your own, without someone keeping you focused, and you have to be self-disciplined in order to follow the class schedule and meet deadlines.

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Time commitment:

- Online classes take as much time as regular on-campus classes. You need to set aside sufficient time for study. Plan to spend at least as much time working on the assignments and studying as you would with a traditional course.
- Even though you may not have to "be" in class on some specific day and time, you still must follow the course schedule provided. Remember that online classes are not independent study courses; you are still required to "show up" and participate actively (e.g., regularly logging into the course website, actively participating, and turning in assignments on time).

Active Learner:

- Online students must be active learners, self-starters who are not shy or afraid to ask questions when they do not understand. Remember that you are in control of your learning process.
- Since I cannot see you, you need to "speak up" right away if you have problems and be as explicit as possible; otherwise, there is no way I will know that something is wrong.

TECHNOLOGY REQUIREMENTS**LMS**

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.etamu.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, an ETAMU campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

You are welcome to email me with questions or concerns; however, please keep in mind:

1. A reasonable response time is 24 - 48 business hours.
2. Questions emailed on weekends may not receive a response until the next work week.
3. As the instructor, I reserve the right to answer emailed questions in a direct email/ D2L announcement post to everyone for the benefit of all students.
4. Please be courteous and professional in all interactions with me and fellow classmates, which includes using correct spelling, grammar, and complete sentences.
5. Assignments are due **Sunday by 11:59pm**. Questions regarding assignments must be sent by Thursday to provide time for response. Weekend emails, even regarding assignment clarification, will likely be answered the following week. You will NOT be excused for missing a due date if your email question is received Friday – Sunday. Plan Ahead!

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Religious observations: Any student in this course who plans to observe a religious holiday which conflicts in any way with the course schedule or requirements should contact the instructor at the **beginning** of the semester to discuss alternative accommodations.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.etamu.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook).

<http://www.etamu.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook>
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Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

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ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#)

<http://www.etamu.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<http://www.etamu.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

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Office of Student Disability Resources and Services

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: [Office of Student Disability Resources and Services](http://www.etamu.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.etamu.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M University Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903- 886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.etamu.edu/counsel

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore resources available to you for guidance and support whenever you need it.



COURSE OUTLINE / CALENDAR

Week	Date	Chapters/Readings	Assignments Due Always due Sunday by 11:59pm
1	8/25 – 8/31	Course Orientation Ch. 1 Consumer Health, Conventional Medicine, & Complementary and Integrative Health	Syllabus Quiz Introduction Discussion
2	9/2 – 9/7 (Labor Day 9/1)	Ch. 2 Scientific Method Ch. 3 Advertising Health Products	Ch. 1-3 Quiz Ch. 1-3 Activity Reflection
3	9/8 – 9/14	Ch. 4 Cost of Healthcare in the US Ch. 5 Conventional Medical & Health Care	Ch. 4 & 5 Quiz Ch. 4 & 5 Activity Reflection
4	9/15 – 9/21	Ch. 6 CAM, Integrative Medicine and Health Ch. 7 Complementary & Alternative Health Care	Ch. 6 & 7 Quiz (Due 9/21) Start Interview Activity (Due 9/28)
5	9/22 – 9/28	No Assigned Readings or Quizzes	Interview Activity (Due 9/28)
6	9/29 – 10/5	Ch. 8 Ayurveda and Its Practices Ch. 9 Traditional Chinese Medicine	Ch. 8 & 9 Quiz Ch. 8 & 9 Discussion
7	10/6 – 10/12	Mid-Term Exam Ch. 1-9	
8	10/13 – 10/19	Ch. 10 Naturopathic & Homeopathic Medicine Ch. 11 Botanicals	Ch. 10 & 11 Quiz Ch. 10 & 11 Activity Reflection
9	10/20 – 10/26	Ch. 12 Aromatherapy and Bach Remedies Ch. 13 Manipulative and Body-Based Therapies	Ch. 12 & 13 Quiz Ch. 12 & 13 Discussion
10	10/27 – 11/2	Ch. 14 Mind-Body Intervention Ch. 15 Energy Therapies	Ch. 14 & 15 Quiz Ch. 14 & 15 Activity Reflection
11	11/3 – 11/9	Ch. 16 Frauds & Quackery Ch. 17 Protection and Rights of Consumers Ch. 18 Health Insurance in the US	Ch. 16 – 18 Quiz Ch. 18 Activity Reflection <u>Presentation Topic Due</u>
12	11/10 – 11/16	Prep Week for Current Issue Presentation	Start on your Presentation
13	11/17 – 11/23	Supplemental Materials	Current Issue Presentation and Discussion
14/15	11/24 – 12/7	Supplemental Materials (2-week period includes Thanksgiving break)	Experiential Learning
16	12/7 – 12/10	Final Exam (Ch. 10-18)	Available in D2L 12/7 – 12/10