

# NUFD 122: SOCIAL MEDIA FOR NUTRITION COMMUNICATION

## In Workflow

1. FACS Committee Chair (shiltsm@csus.edu)
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## Approval Path

1. Fri, 30 Sep 2022 19:19:53 GMT  
Mical Shilts (shiltsm): Approved for FACS Committee Chair
2. Tue, 11 Oct 2022 17:44:11 GMT  
Lynn Hanna (lhanna): Approved for FACS Chair
3. Thu, 20 Oct 2022 04:12:30 GMT  
Emily Wickelgren (wickelgr): Approved for SSIS College Committee Chair
4. Thu, 20 Oct 2022 04:18:53 GMT  
Marya Endriga (mendriga): Approved for SSIS Dean

## New Course Proposal

Date Submitted: Fri, 30 Sep 2022 19:12:45 GMT

**Viewing: NUFD 122 : Social Media for Nutrition Communication**

**Last edit: Fri, 30 Sep 2022 19:19:30 GMT**

Changes proposed by: Mical Shilts (102012285)

**Contact(s):**

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**Catalog Title:**

Social Media for Nutrition Communication

**Class Schedule Title:**

Social Media Nutrition Comm

**Academic Group: (College)**

SSIS - Social Sciences & Interdisciplinary Studies

**Academic Organization: (Department)**

Family and Consumer Sciences

**Will this course be offered through the College of Continuing Education (CCE)?**

No

**Catalog Year Effective:**

Fall 2023 (2023/2024 Catalog)

**Subject Area: (prefix)**

NUFD - Nutrition and Food

**Catalog Number: (course number)**

122

**Course ID: (For administrative use only.)**

TBD

**Units:**

3

**Is the only purpose of this change to update the term typically offered or the enforcement of existing requisites at registration?**

No

**In what term(s) will this course typically be offered?**

Fall, Spring

**Does this course require a room for its final exam?**

Yes, final exam requires a room

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

Nutrition, dietetics, and other health care practitioners, and students are increasingly turning to the Internet - using blogs and other forms of social media - to educate the public, promote products, or services, and build a professional brand. Social media has fundamentally changed the way we exchange information, including how we communicate about health. The use of social media increases the potential for easy access to preventive medicine, interaction with health care providers, interprofessional communication, and public health. It can also be a vehicle exposing individuals to misinformation or to content that promotes harmful products and behaviors such the perpetuation of unhealthy diet practices. Students today use social media for several reasons, including to relay information they are learning while obtaining their nutrition degree. It is important that we provide students with a framework that helps them construct accurate nutrition messaging with an ethical foundation to avoid the pitfalls of using social media to spread nutrition misinformation.

This course will serve as an upper division elective for NUFD majors and minors.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

Examine the uses of social media in the nutrition field and develop a framework to apply to future social media use in professional ventures. Focus on the critical analysis of the appropriateness, potential target populations, health behavior change strategies, the risks and benefits, and overall intended outcomes of social media communication. Create the design and evaluation framework of a social media campaign/initiative.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Is this course designated as Curricular Community Engaged Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

Yes

**Prerequisite:**

NUFD 10 and NUFD 100 or NUFD 113

**Prerequisites Enforced at Registration?**

Yes

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Lecture

**Lecture Classification**

CS#02 - Lecture/Discussion (K-factor=1WTU per unit)

**Lecture Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes and Assessment Strategies:**

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	Describe in detail how nutrition science is covered in the media.	Exams, Readings and Discussions
2	Define and discuss social media engagement and its uses in nutrition communication.	Exam, Readings and Discussions
3	Evaluate the legitimacy/credibility of nutrition information promoted via social media and various platforms.	Readings and Discussions, Social media platform evaluation, Nutrition campaign or initiative evaluation
4	Discuss strategies to make informed ethical decisions when using social media professionally.	Readings and Discussions, Social media platform evaluation
5	Critically analyze a variety of social media platforms and their applicability and usage by varying demographics.	Exams, Readings and Discussions, Social media platform evaluation, Nutrition campaign or initiative evaluation,
6	Investigate and apply best practices for social media campaign development.	Readings and Discussion, Nutrition campaign or initiative evaluation, Social media campaign design project
7	Review best-practices for tailoring nutrition social media campaigns to diverse target populations across the lifespan.	Readings and Discussion , Social media campaign design project, Nutrition campaign or initiative evaluation
8	Design, implement and evaluate a quality nutrition focused social media campaign/initiative.	Readings and Discussion, Social media campaign design project

**Attach a list of the required/recommended course readings and activities:**

Syllabus NUFd 122 Social Media for Nutrition Communication\_w\_readings.pdf

**For whom is this course being developed?**

Majors in the Dept

Minors in the Dept

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

No

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

**I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.**

I/we agree

## **University Learning Goals**

**Undergraduate Learning Goals:**

Competence in the disciplines

Integrative learning

Intellectual and practical skills

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

## **GE Course and GE Goal(s)**

**Is this a General Education (GE) course or is it being considered for GE?**

No

**Please attach any additional files not requested above:**

Communication Studies\_Consult on new course proposal.pdf

Key: 14813