Course Outline

Code: NUT306
Title: Nutrition Communication

School: Health & Sport Science
Teaching Session: Session 2
Year: 2019
Course Coordinator: Dr Hattie Wright
Course Moderator: Dr Anthony Villani

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. **What is this course about?**
   1.1 **Description**
   As a nutrition professional, you will be required to communicate a wide range of nutrition messages to the public, organisations and other professionals. This course will enable you to use information literacy skills to effectively communicate a nutrition message that is ethical and appropriate for a variety of media such as social media, electronic media and print media. You will use an evidence-based approach to evaluate the quality of nutrition websites and nutrition resources, which will assist you in your future practice to create effective and appropriate nutrition education materials for different target audiences.

   1.2 **Course topics**
   Principles of nutrition communication and information literacy; Communication frameworks to create effective nutrition education messages; Ethical considerations of communicating nutrition education messages in a range of different media; Analysis and evaluation of the content quality, usability and readability of nutrition education resources (both print media and electronic media platforms) for a range of audiences

2. **What level is this course?**
300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program

3. **What is the unit value of this course?**
6 units
4. How does this course contribute to my learning?

<table>
<thead>
<tr>
<th>Specific Learning Outcomes</th>
<th>Assessment Tasks</th>
<th>Graduate Qualities or Professional Standards mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this course you should be able to:</td>
<td>You will be assessed on the learning outcome in task/s:</td>
<td>Completing these tasks successfully will contribute to you becoming:</td>
</tr>
<tr>
<td>Apply principles of information literacy to evaluate the quality of nutrition education resources from a range of media</td>
<td>1</td>
<td>Empowered.</td>
</tr>
<tr>
<td>Critically review and analyse nutrition education resources from a range of media in relation to their value and credibility</td>
<td>1</td>
<td>Creative and critical thinkers.</td>
</tr>
<tr>
<td>Write effective consumer friendly nutrition messages for a range of media, that are ethical and are appropriate to the target audience</td>
<td>2</td>
<td>Engaged. Ethical.</td>
</tr>
</tbody>
</table>

5. Am I eligible to enrol in this course?

Refer to the USC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1 Enrolment restrictions

This course is only available to students enrolled in SC353 and SC354.

5.2 Pre-requisites

NUT205 and (NUT202 or NUT203)

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

It is expected you will have a sound knowledge of food and nutrition science.

6. How am I going to be assessed?

6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Assessment tasks

<table>
<thead>
<tr>
<th>Task No.</th>
<th>Assessment Tasks</th>
<th>Individual or Group</th>
<th>Weighting %</th>
<th>What is the duration / length?</th>
<th>When should I submit?</th>
<th>Where should I submit it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nutrition Education Resource report</td>
<td>Individual</td>
<td>40%</td>
<td>1200 words</td>
<td>Monday of week 4</td>
<td>Blackboard, Safe Assign</td>
</tr>
<tr>
<td>2</td>
<td>Consumer Media Pack</td>
<td>Individual</td>
<td>a. 0%</td>
<td>1800 words</td>
<td>a. Week 2 &amp; 4</td>
<td>a. In class</td>
</tr>
<tr>
<td></td>
<td>a. Nutrition message concept map (formative)</td>
<td></td>
<td>b. 60%</td>
<td></td>
<td>b. Friday of week 5</td>
<td>b. Blackboard, Safe Assign</td>
</tr>
<tr>
<td></td>
<td>b. Consumer media pack (summative)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

100%
Assessment Task 1: Nutrition Education Resource report

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To critically review, evaluate and analyse nutrition education resources in relation to the quality of their content, and their value and credibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product:</td>
<td>Report</td>
</tr>
<tr>
<td>Format:</td>
<td>You will write a 1200-word written report, as per assessment instructions and submit through Blackboard</td>
</tr>
</tbody>
</table>
| Criteria: | You will be assessed on your ability to:  
  • Accurately link information literacy principles to the evaluation of the resource, for quality of content, usability, readability and cultural appropriateness for a target audience.  
  • Critically review and analyse the value and credibility of the resource  
  • Convey ideas clearly and fluently in written form |

**Generic skill assessed** | **Skill assessment level**  
---|---  
Communication | Graduate  
Information literacy | Graduate

Assessment Task 2: Consumer Media Pack

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To create an ethical and effective consumer friendly nutrition message for a range of media and target audience.</th>
</tr>
</thead>
</table>
| Product: | a. Nutrition Message Concept Map (formative)  
  b. Consumer media pack (summative) |
| Format: | There are two parts to this assessment task:  
  Part a. Nutrition Message Concept Map  
  In week 2 and 4, you will be given adequate opportunity to work in class with your peers to develop your one (1) page nutrition message concept map. This will enable you to use a step wise approach to developing a consumer-friendly message on a relevant nutrition topic. This is a formative assessment task and will not be graded. You will seek feedback in class, on your concept map to identify areas for improvement to help you to complete the Consumer media pack.  
  Part b. Consumer Media Pack  
  In week 5, you will submit a consumer media pack. This will consist of a consumer-friendly nutrition message on a relevant nutrition topic that will be appropriate for different types of media such as radio, social media and print media, and culturally appropriate for the target audience. |
| Criteria: | You will be assessed on your ability to:  
  • Use information that is ethical and evidence based  
  • Define clearly the concepts within the nutrition messages and address the nutrition topic.  
  • Effectively convey information that is relevant to the media and target audience and culturally appropriate.  
  • Convey ideas clearly and fluently in written form |

**Generic skill assessed** | **Skill assessment level**  
---|---  
Communication | Graduate  
Information literacy | Graduate

7. What are the course activities?

7.1 Directed study hours
3 hour workshops x 5 weeks plus 1 hour online activities

7.2 Teaching semester/session(s) offered
Session 2
### Course Outline: NUT306 Nutrition Communication

#### 7.3 Course content

<table>
<thead>
<tr>
<th>Teaching Week / Module</th>
<th>What key concepts/content will I learn?</th>
<th>What activities will I engage in to learn the concepts/content?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Types of nutrition communication and evaluation of nutrition communication</td>
<td>Directed Study Activities: Workshop, online lecture, online activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Independent Study Activities: Blackboard readings and resources</td>
</tr>
<tr>
<td>1</td>
<td>Introduction to course</td>
<td>Workshop, online lecture, online activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blackboard readings and resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blackboard readings and resources</td>
</tr>
<tr>
<td>3</td>
<td>Audience analysis and the evidence-based practice cycle</td>
<td>Workshop, online lecture, online activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blackboard readings and resources</td>
</tr>
<tr>
<td>4</td>
<td>Developing quality nutrition education resources. Concept map development – Part 2.</td>
<td>Workshop, online lecture, online activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blackboard readings and resources</td>
</tr>
<tr>
<td>5</td>
<td>Principles of marketing to advocate for nutrition wellbeing. Ethical issues using different media platforms</td>
<td>Workshop, online lecture, online activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blackboard readings and resources</td>
</tr>
</tbody>
</table>

Please note that the course activities may be subject to variation.

#### 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

#### 8.1 Prescribed text(s)

There are no prescribed texts for this course.

#### 8.2 Specific requirements

Not applicable

#### 9. Risk management

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University’s general health and safety principles by reviewing the online Health Safety and Wellbeing training module for students, and following the instructions of the University staff.

#### 10. What administrative information is relevant to this course?

##### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.
Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements
Eligibility for Supplementary Assessment
Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

a) The final mark is in the percentage range 47% to 49.4%
b) The course is graded using the Standard Grading scale
c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties
Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.
To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help
In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.
Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Links to relevant University policy and procedures
For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching
10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au