

Scholarly Writing and Program Development

3 Credits

Program development is an ongoing systematic process for the planning, funding, implementation and evaluation of programs. Content will cover principles and models for program planning, grant writing, and formative and summative outcomes measurement. In addition students will gain practical skills in project management, program delivery and marketing. Students will acquire content knowledge, writing proficiency, research skills, organizational ability, and principles of persuasion. This course will provide students with the background necessary to develop competitive funding proposals and achieve success in health, social, and behavioral programs in a variety of settings.

Prerequisite: NURS 608