HLSC 3320.W01 Marketing & Transcultural Health Care, 51233  
Texas A&M U- CC College of Nursing & Health Sciences

Faculty:  
Karen S. Murray DrPH, MSN, RN - Clinical Associate Professor and Course Coordinator

Class Date/Time:  
Spring Semester 2012 - Tuesday 4:20 -6:50 PM

Location:  
Island Hall 162

Office Hours:  
Wednesday 10:00 AM to 1:00 P.M. & by appointment

Office Phone/Room:  
(361) 825-2275  IH 332

Credits:  
Three Semester Hours (3.0)

Catalog Course Description: An introductory study of the provision of health care services congruent with consumers’ culture and lifestyle using principles and practices of marketing. This is an introductory study of business practices within the health care industry with an emphasis on marketing and culture. The course explores the basic theories of business and marketing strategies. The course will introduce the student to many of the health care related marketing issues such as privacy of health care information, statutory and legal prohibitions, ethical issues, advertising and other issues unique to health care marketing.

Required Textbook:


Other readings as assigned

Course Requirements and Evaluation: How you get your final grades:

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Chapter Questions &amp; Case Studies</td>
<td>10%</td>
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<tr>
<td>Chapter Quizzes</td>
<td>20%</td>
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<tr>
<td>Midterm Examination</td>
<td>20%</td>
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<tr>
<td>Marketing Project: Business Plan</td>
<td>25%</td>
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<tr>
<td>Final Comprehensive Examination</td>
<td>25%</td>
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<td><strong>Total</strong></td>
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College of Nursing and Health Sciences Grading Scale

A = 89.5- 100  B = 89.4-82.5  C = 82.4 -74.5  D = 74.4 – 66.5  F = Below 66.4
Assignments:
Individual and Group assignments are required for successful completion of this course. Students are assigned group membership and each group is assigned a Group Discussion Room for chapter questions, assignments and the Marketing Project. Select a group leader to post each group assignments in the Assignment Drop Box. Each posted assignment must include the name of the group, the name of the group leader, and the name of the group members who participated in the assignment. Students who do not participate in the group assignments receive no grade for the assignment. Assignments reinforce course content and provide an opportunity to demonstrate understanding and creative scholarship.

REQUIREMENTS AND EVALUATION

1. Reading and Participation: In order to be prepared to participate in class discussions, students are required to complete the chapter reading assignments before attending class.

2. Chapter Study Questions: Selected chapter study questions and case studies for in class group discussion, and written response are required weekly and are part of the course grade.

3. Quizzes: 12 chapter quizzes are required for grading & course completion. The purpose of these quizzes is to reinforce understanding of the textbook concepts and principles following each chapter. Quizzes are available in Blackboard with due dates and time limits for each quiz.

4. Written Paper: The written paper is a group assignment. It consists of a Business Plan as outlined in Appendix A of the textbook (pp. 451-484). Dates for submission of segments of the plan are given in the Course Calendar.

5. Mid-term Examination: An in class midterm exam is given for the course mid term grade and is scheduled following the spring break.

6. Final Examination: One comprehensive, multiple choices on line final examination is required at the conclusion of the course.

Class Schedule: This syllabus is based on a 15-week on-line undergraduate course which covers at least one chapter of the textbook weekly. Schedule Changes: Elements of the Course Schedule are subject to change and are announced on the Blackboard Announcement Calendar.
Policies:
Course communication is via Blackboard mail. The Professor is available per course mail Monday through Friday. Turn off all cell phones during class. Class lectures are not tape recorded.

Course Assignments must be submitted on due dates. One point is deducted for each day that an assignment is late.

If you have a problem preventing you from attending class or participating as expected, e-mail me. As per the Texas A&M University Student Rules and Regulations, the student is responsible for providing evidence to the instructor to substantiate the reason for any absence. See TAMU Student Rules and Regulations (#7 – Attendance) for a complete listing of authorized absences.

Academic Advising: The College of Nursing and Health Sciences require that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Faculty Center rooms 163 & 165, and advisors are Johanna DuBose 825-3748 and Angelica Santillan 825-2461.

Students with Disabilities
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 believe you have a disability requiring an accommodation, please contact the Disability Services Office at 361.825.5816 or visit the office in Driftwood 101.

Academic Honesty
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to a penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.)
http://falcon.tamucc.edu/~students/JAffairs/ja_code_of_conduct_article3.htm

Grade Appeal Process
As stated in the College of Nursing and Health Sciences (CONHS) Handbook under section VII Policies and Procedures, a student that believes they have an academic grade appeal is encouraged to go through the CONHS academic review process prior to pursuing University Grade Appeal. See the handbook for the process.
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University RulesWeb site at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.