Catalog Course Description: An introductory study of business practices within the health care industry with an emphasis on marketing health care. The course explores the basic theories of business and marketing strategies. The course introduces 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 in congruence with consumers’ culture and lifestyle.

Required Textbook:


Guidelines for Bibliography and References: This link is available for APA accuracy in written reports and manuscripts. http://owl.english.purdue.edu/

Other assigned journal readings

The Journal of Management and Marketing in Health Care ISSN: 1753-3031
Health Care Public Relations & Marketing News ISSN: 1072-3684

Internat. Journal of Pharmacology & Health Care Marketing ISSN: 1750-6123
Business Marketing Research Handbook (Richard K. Miller & Associates)

These journals are available in the Bell Library with pdf texts of required articles directly accessible.
Assignments:
Individual and Group assignments are required for successful completion of this course. Students are assigned group membership (four to five members per group) and each group is listed in the groups' link on the Left margin of the BB course. Tools for collaboration for each group include a file exchange (where you are to complete your biosketch), a group discussion board for questions and collaboration, a group WIKI for posting assignments and a send e-mail link for the members of each group. The chapter questions, satisfaction survey, and case studies and the marketing project may be developed using the group Wiki.

Each assignment must include the name of all group members who participated in the assignment. Students who do not participate in the group assignments receive no grade for the assignment. Under special circumstances if group work must be reassigned, the grade for the reassignment will be penalized 10 points. The course case studies, chapter questions and course project are designed to enable you 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 are discussed in class weekly and participation is documented for grading.

3. Marketing group case studies are assigned for PPT content presentation, class discussion and course grade.

4. A satisfaction survey and analysis is a group assignment graded with the case studies.

3. Exams: Five exams are given based upon the 14 chapter quizzes of the text. Quizzes reinforce understanding of the textbook concepts and principles following each chapter. NOTE carefully the dates and times when the quizzes are due. Late submissions are deducted one point for each late day.

4. Course Project: Marketing interview and analysis of a current health care organization in the Coastal Bend Area. See description in BB 9 assignments. The written course paper and presentation power point is a group assignment presented during the final weeks of the course.

5. Mid-term Examination: A midterm exam is given for the course midterm grade following the spring break.
6. **Final Examination:** One comprehensive, multiple choice BB9.1 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 via course announcements

**Policies:**
Course communication is via BB 9.1 e-mail and group discussions. The Professor is available per BB messages Monday through Friday. Turn off all cell phones during class. Class lectures are not tape recorded. Course Assignments must be submitted on due dates. Two points are deducted for each day that an assignment is late.

Course Evaluations are required for on line completion at the end of the course.

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. Veterans and active duty military personnel with special circumstances (deployment, drill requirements) are asked to advise the faculty in advance.

**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. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

Course Requirements and Evaluation:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Questions/class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Group Case Studies</td>
<td>20%</td>
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<tr>
<td>Chapter Tests</td>
<td>20%</td>
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<tr>
<td>Midterm Examination</td>
<td>- for the mid-term grade only</td>
</tr>
<tr>
<td>Marketing Project</td>
<td>25%</td>
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<tr>
<td>Final Comprehensive Examination</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
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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