Healthcare Marketing

COURSE DESCRIPTION: 3 sem. hrs. (3:0) Provides an introductory study of the essentials of marketing within the dynamically evolving health care system. The marketing framework is provided as a basis for decisions related to marketing mix variables. Content includes buyer behavior, marketing research, market segmentation, and marketing strategy.

Prerequisite/Corequisite:

COURSE OBJECTIVES:

1. Understand and describe the principles of marketing and their application in health and health care.
2. Understand the strategic role of marketing in organizations.
3. Apply marketing approaches, tools and techniques in analyzing and solving marketing issues.
4. Understand the differences and similarities of marketing approaches and tools and their application in private and public health settings, including the use of social marketing.
5. Explore and analyze current and future marketing issues and trends related to health and health care.
6. Develop a marketing plan for an organization.
7. Communicate marketing related concepts and strategy.
8. Work and communicate effectively within a group in order to analyze and solve marketing related issues.

REQUIRED TEXTS AND RESOURCES:

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 journal readings - required for assignments - visit the Bell Library

*The Journal of Health Care Marketing – on line electronic (1972-2015)*

*The Journal of Management and Marketing in Health Care* ISSN: 1753-3031

*Health Care Public Relations & Marketing News* ISSN: 1072-3684

*International Journal of Pharmacology & Health Care Marketing* ISSN: 1750-6123

*Business Marketing Research Handbook* (Richard K. Miller & Associates)

*Marketing Health Services – on line electronic* (American Marketing Assoc.)

*Marketing Magazine – on line electronic*

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 with a tool for each group in BB which 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 and post 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** & class quizzes are discussed in class weekly - participation is documented for grading.

3. **Marketing** group case studies are assigned for report & PPT class presentations discussion & course grade. (See the BB Assignment link.)

4. **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.

5. **Course Project:** Marketing interview and analysis of a current health care organization in the South Texas Area. See description in BB 9 assignments. The written course paper & presentation for the final weeks of the course.

6. **Mid-term Examination:** A midterm exam is given for the course midterm grade following the spring break.

7. **Final Examination:** One comprehensive, multiple choice BB9.1 final examination is required at the conclusion of the course.

Grading Scale of the College of Nursing and Health Sciences:
90 – 100%: A  
83 – 89 %: B  
75 – 82%: C  
67 – 74%: D  
Less than 67%: F

**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

Faculty Policies:
Course communication is via BB 9.1 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.

POLICIES:

Evaluation Input From Students

The faculty of the College of Nursing and Health Sciences places great value on evaluative input
from students. Evaluation of courses, instructors and clinical facilities provides the College with
important data which is used to strengthen the program. Data is analyzed as to trends and themes
and is important to curriculum and sequencing decisions. All evaluations for courses posted are
online. The online mechanism allows us the opportunity to tabulate and store information in
order to analyze trends within the curriculum. Please be assured that this information is secured
and not released until after grades are submitted. No names are available to faculty. In order to
garnet some reliability and validity, the College must have representative data from the student
population. That representation, based on the literature, has been set at 70%. The College is
anticipating that students will thoughtfully participate in the evaluation process which will assist
the faculty with the growth of the program. A link to evaluations will be available on
Blackboard toward the end of the semester. Thank you in advance for your assistance with the
evaluation process.

Academic Integrity and Honesty

It is expected that University students will demonstrate a high level of maturity, self-direction,
and ability to manage their own affairs. Students are viewed as individuals who possess the
qualities of worth, dignity, and the capacity for self-direction in personal behavior. 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 intentionally, knowingly, or carelessly presenting the work of another
as one’s own). Please see the following sites for additional information:

University Student Handbook and Code of Conduct: http://www.tamucc.edu/~students
University catalog related to academic integrity and honesty:  [http://catalog.tamucc.edu/](http://catalog.tamucc.edu/)


**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 CCH 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disabilities Services office for assistance at (361) 825-5816.

**Title IX**

As part of the Texas A & M Corpus Christi University policy, pregnant students are urged to contact the Title IX office for facilitation of academic issues impacted by pregnancy, delivery and subsequent complications. Contact information: Mr. Samuel Ramirez, Title IX Coordinator or Ms. Rosie Ruiz, Deputy Title IX Coordinator (825-5826).

**Active Military Duty**

Active duty military personnel, military spouses, and veterans with special circumstances (eg: deployment, drill requirements, disabilities) are welcome and encouraged to communicate these, in advance if possible, to the course and clinical instructor.

**Grade Appeals Process**

The College of Nursing and Health Sciences (CONHS) adheres to the University’s student grade appeal procedures described in Section 13.02.99.C2.01 (revised May, 2013) and follows those guidelines. See [http://academicaffairs.tamucc.edu/Rules_Procedures/](http://academicaffairs.tamucc.edu/Rules_Procedures/) for the University procedure and see [http://conhs.tamucc.edu/shb/](http://conhs.tamucc.edu/shb/) for the CONHS process identified in the Student Handbook.

**Support Services**

Students are encouraged to seek faculty assistance in accessing University Services, including tutoring, health services, personal counseling, degree counseling, financial aid, learning resources, job/work placement, career guidance, and computer/technical support/instruction. If a student is interested in other support services provided by the University, the student is
 encouraged by the College of Nursing and Health Sciences and the University to seek these
services.

**COURSE CALENDAR**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Reading</th>
<th>In-class activities</th>
<th>Blackboard assignments</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Syllabus, schedule, assignments and grading. Required Group Assignments &amp; Class Presentations. Rubric and grading. Ch. 1 – The Meaning of Marketing</td>
<td>BB Overview Group membership, leader and assignments PPT Ch. 1</td>
<td>Syllabus Quiz</td>
</tr>
<tr>
<td>2</td>
<td>Ch 2 – Marketing Strategy</td>
<td>PPT Ch. 2 Discuss Assignment 1 In-class CH 2 Ques</td>
<td>Introductions Discussion Forum Discussion Assignment ONE: Chapter 1 Questions; The Meaning of Marketing – all groups, due Sunday midnight</td>
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<tr>
<td>3</td>
<td>Ch 3 – The Environment of Marketing Strategy</td>
<td>PPT Ch. 3 In-class Ch 3 questions</td>
<td>Test 1 (ch 1&amp;2) - Prepare Case Study – group 1</td>
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<td>4</td>
<td>In-class exercise</td>
<td>Present Case Study-Group 1</td>
<td>Prepare Case Study – Grps 2, 10</td>
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<tr>
<td>5</td>
<td>Ch 4 – Buyer Behavior Group Meeting (required attendance)</td>
<td>PPT Ch. 4 Discuss Ch. 4 Questions in class Present Case Study-Group 2 Present Case Study-Group 10</td>
<td>Prepare Case Study – Group 3 Select Agency/Organization for Marketing Interview – See Outline of Marketing Interview in BB Assignments - Contact Market/ PR Director and make an appointment for the interview. Post results of your Planning in the Marketing Interview Assignment Drop box.</td>
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<tr>
<td>Week</td>
<td>Topic</td>
<td>PPT</td>
<td>Discussion</td>
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<td>6</td>
<td>Ch 5 – Marketing Research</td>
<td>PPT Ch. 5 Discuss Ch. 5 Questions in class Present Case Study Group 3</td>
<td>Prepare Case study - group 4 Test 2 (ch 3&amp;4) -</td>
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<td>7</td>
<td>Ch 6 – Market Segmentation</td>
<td>PPT Ch. 6 Discuss Ch. 6 questions in class Present Case Study Group 4</td>
<td>Prepare Case Study – gps 5, 9</td>
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<td>8</td>
<td>Ch 7 – Developing Customer Loyalty</td>
<td>PPT Ch 7 Discuss Ch 7 questions in class Present Case Study Group 5, 9</td>
<td>Prepare Case Study – Grp 6, 8 Test 3 (ch 5&amp;6)</td>
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<td>9</td>
<td>Ch 8 - Product Strategy Ch. 9 – Price</td>
<td>Discuss Ch. 8&amp;9 Questions in class PPT Ch. 8 &amp; 9 Present Case Study Group 6, 8</td>
<td>Finalize Marketing Interview Paper Test 4 (ch 7&amp;8) Prepare Case Study Group 7</td>
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<tr>
<td>10</td>
<td>Ch. 10 - Distribution</td>
<td>PPT Ch. 10 Discussion of Ch. 10 Questions Case Study Group 7</td>
<td>Group Marketing Interview paper due Sunday midnight</td>
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<tr>
<td>11</td>
<td>Ch 11 - Promotion Ch 12 - Advertising</td>
<td>PPT Ch. 11 &amp; 12 Discuss Ch. 11 &amp; 12 Questions</td>
<td>Group Marketing Interview presentation due Sunday midnight Test 5 (ch 9&amp;10)</td>
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<tr>
<td>12</td>
<td>Ch 13 – Sales &amp; Sales Management Ch 14 – Controlling &amp; Monitoring Group Marketing Interview Presentations</td>
<td>PPT Ch. 13 &amp; 14 Discuss Ch. 13 &amp; 14 Questions Groups 1-2 Present</td>
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<tr>
<td>13</td>
<td>NO CLASS</td>
<td>ATTEND ACHE EVENT</td>
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<td>14</td>
<td>Group Marketing Interview Presentations</td>
<td>Groups 3-10 Present</td>
<td>Complete course evaluations on line Test 6 (ch 11&amp;12) Final Discussion due Sunday midnight</td>
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<tr>
<td>Day</td>
<td>Activity</td>
<td>Notes</td>
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<td>15</td>
<td>Reading Day –</td>
<td>No class this week</td>
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<td><strong>Final Examination</strong> – Test 7 (ch 13&amp;14) Due</td>
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