

COURSE SYLLABUS
Southeast Missouri State University

Department of Management & Marketing

Course No: HA585

Title of Course: Marketing for Health Services Organizations

New: Spring 2014

I. Catalog Description and Credit Hours of Course:

Introduction to strategic marketing in health care. Concepts and tactics marketers use to develop cutting-edge value propositions for key target audiences in a range of health care settings. 3 credit hours

II. Prerequisites: MG301 with C or better or HA300 with C or better or consent of the department chair.

III. Purposes or Objectives of the Course:

Upon completion of this course the student should be able to:

- A. Demonstrate an understanding of the fundamental principles of strategic marketing applied to healthcare service organizations.
- B. Understand the impact of the environment (competitive, social, economic, political and technological) which healthcare organizations operate.
- C. Understand Buyer Behavior and Customer Loyalty in healthcare organizations.
- D. Understand the steps in developing a marketing plan and the elements which would be included in a plan.
- E. Evaluate marketing strategies and tactics employed by health care organizations.
- F. Understand positioning and the importance of an integrated marketing communications approach.
- G. Identify and appreciate the role of key stakeholders for healthcare marketing activities.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

1. Apply marketing mix elements to healthcare organizations.
2. Demonstrate the ability to apply market segmentation strategies to healthcare organizations.
3. Demonstrate knowledge of a marketing-driven planning process and the steps in a marketing plan for a health services organization.

V. Expectations of Students:

- A. Normal expectations, including two hours of time spent outside of class for each one hour in class
- B. Periodic access to a microcomputer and the internet for assigned activities
- C. Reading the course materials assigned, participating in class discussions, completing individual and team-based assignments, completing a marketing plan project.
- D. Graduate students are required to write a case study involving the marketing of a healthcare organization.

VI. Course Content or Outline:

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|---|---------|
| A. Marketing planning and strategy | 5 hours |
| B. Marketing environment and buyer behavior | 5 hours |
| C. Marketing research | 2 hours |

- D. Market segmentation & target marketing 5 hours
 - E. Relationship Marketing and Customer Loyalty 2.5 hours
 - F. Social Marketing 2.5 hours
 - G. The Marketing Mix:
 - 1. Product Strategy 5 hours
 - 2. Pricing Strategy 5 hours
 - 3. Distribution Strategy 5 hours
 - 4. Integrated Marketing Communications 5 hours
 - H. Controlling and monitoring the plan 3 hours
- VII. Textbook(s) and/or Other Required Materials or Equipment:
- A. Textbook

Berkowitz, E.N. (2011). *Essentials of health care marketing*, 3rd Ed. Sudbury, MA: Jones & Bartlett.
 - B. Periodicals
 - 1. *Advertising Age*
 - 2. *Business Week*
 - 3. *Fortune*
 - 4. *Forbes*
 - 5. *Journal of Marketing Research*
 - 6. *Marketing Health Services*
 - 7. *Health Marketing Quarterly*
 - 8. *Modern Healthcare*
 - 9. *Hospitals and Health Networks*
- VIII. Basis for Student Evaluation:
- A. Performance on regularly scheduled exams
 - B. Assignments the instructor considers necessary in meeting the objectives of the course
 - C. Class participation
- IX. Grading Scale
- | <u>Undergraduate</u> | <u>Graduate</u> |
|----------------------|-----------------|
| 90 – 100% = A | 90 – 100% = A |
| 80 – 89.99% = B | 80 – 89.99% = B |
| 70 – 79.99% = C | 70 – 79.99% = C |
| 60 – 69.99% = D | <70% = F |
| <60% = F | |
- The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the semester.
- X. Academic Policy Statement:
Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to:
<http://www6.semo.edu/judaffairs/code.html>
- XI. Student with Disabilities Statement:
If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs.