

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

---

## COURSE DESCRIPTION AND OUTCOMES

---

### Course Description:

This course will provide the student with an overview of marketing and strategic planning concepts and processes in the healthcare industry. Through readings and discussions, students will have the opportunity to examine the traits, trends, and needs of today's healthcare consumer, with special emphasis on consumer decision-making. Historical perspectives are discussed in tandem with current and future challenges. The course explores the formulation of strategy and development of marketing plans designed to address patient care from clinical, service quality, and the consumer perspective. Through the use of case studies, students will have the opportunity to analyze and assess tactics employed to improve organizational objectives.

### Course Overview:

This course begins with an introduction to healthcare strategy management and its significance to operational success. Topics include investigation of the healthcare environment through analysis tools to identify stakeholders, assess community healthcare needs, and examine the competitors' positions. We will examine a summary of the healthcare consumer and distinguish between consumer requirements and organizational obligations. You will formulate a healthcare strategic plan and demonstrate ability to monitor and evaluate your plan. Finally, you will examine strategic management functions within the healthcare environment.

### Course Learning Outcomes:

1. Analyze how consumers obtain and share health information and the implications of those methods.
2. Describe the impact of government regulation on products and services available to the healthcare consumer.
3. Discuss how changes in technology and medicine impact consumer demand for services.
4. Generate tactics to address patient-care problems and issues.
5. Apply the strategic management process as it relates to healthcare.
6. Develop a marketing plan for a healthcare setting.

---

## PARTICIPATION & ATTENDANCE

---

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

---

## COURSE MATERIALS

---

### Required:

Harrison, J. P. (2016). *Essentials of strategic planning in healthcare* (2nd ed.). Chicago, IL: Health Administration Press. ISBN: 9781567937916

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

---

## COURSE SCHEDULE

---

### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

---

## WEEKLY READING AND ASSIGNMENT DETAILS

---

### Module 1

#### Readings

- Case Study (pp. 1-27) and Chapter 1 in *Essentials of Strategic Planning in Healthcare*
- Millar, R., Freeman, T., & Mannion, R. (2015). Hospital board oversight of quality and safety: a stakeholder analysis exploring the role of trust and intelligence. *BMC Health Services Research*, 15(1), 1-12. doi:10.1186/s12913-015-0771-x
- Trybou, J., Gemmel, P., Desmidt, S., & Annemans, L. (2017). Fulfillment of administrative and professional obligations of hospitals and mission motivation of physicians. *BMC Health Services Research*, 17, 1-10.

#### Opening Exercise (0 points)

## Discussion (25 points)

### Critical Thinking: (70 points)

#### **Option #1: Change in Governing Board Members**

Scenario: You were recently hired as the Chief Operating Officer (COO) for a mid-sized hospital and the CEO has asked you to develop a brief strategy to address the possible need for a change in the structure of governing board. The CEO is concerned that the current structure is too conservative and that new members of the community need to be introduced, possibly even former patients. The CEO also believes this change needs to occur due to the new direction of the organization's mission and vision statements.

What steps would need to be taken to create this change in the governing board? What benefits would ensure because of this change? What new members should be included?

Requirements:

- The memo should be at least 1, but no more than 2 pages, single-spaced.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least 3 sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 1 Critical Thinking Rubric for full details on how you will be graded on this assignment.

#### **Option #2: Engagement of Medical Staff**

Scenario: You were recently hired as the Chief Operating Officer (COO) for a mid-sized hospital and the CEO has asked you to develop a brief strategy to address the engagement of medical staff. The CEO is concerned that the medical staff are not engaged in hospital affairs, the length of stay for hospital admissions is too long, quality of care issues are arising, and there needs to be more focus on patient centeredness. The CEO believes that increase physician engagement is necessary due to the new direction of the organization's mission and vision statements.

What steps would need to be taken to create increased engagement of the medical staff? What benefits would ensure because of this change?

Requirements:

- The memo should be at least 1, but no more than 2 pages, single-spaced.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least 3 sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 1 Critical Thinking Rubric for full details on how you will be graded on this assignment.

### **Mastery Exercise (10 points)**

### **Portfolio Milestone (0 points)**

A Portfolio Project will be due at the end of Module 8. Your assignment this week is to read the portfolio project requirements, which you can find on the Week 8 Assignments page. Begin soon to conduct library research to locate resources that you may be able to use for this project. Use the CSU-Global Library as a primary resource for conducting your research. While there is nothing you are required to turn in this week, do not wait until later to get started!

## **Module 2**

### **Readings**

- Chapter 2 in *Essentials of Strategic Planning in Healthcare*
- Aga, D. A., Noorderhaven, N., & Vallejo, B. (2016). Transformational leadership and project success: The mediating role of team-building. *International Journal of Project Management*, 34(5), 806-818.
- Aij, K. H., & Rapsaniotis, S. (2017). Leadership requirements for lean versus servant leadership in health care: A systematic review of the literature. *Journal of Healthcare Leadership*, 01, 1-14.
- Irving, J., & Berndt, J. (2017). Leader purposefulness within servant leadership: Examining the effect of servant leadership, leader follower-focus, leader goal-orientation, and leader purposefulness in a large U.S. healthcare organization. *Administrative Sciences*, 7(2), 10-30.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Critical Thinking: (75 points)**

#### **Option #1: Establishing a Strategic Leadership Team**

Scenario: You have been functioning in your COO role for several months and have a relatively solid understanding of the leadership styles present in the organization. The CEO has requested that you develop a strategic leadership team to design the new 5-year strategic plan for the organization. He would like you to assess the different styles of leadership present in the organization and how these styles would complement one another as a synergistic team. The CEO would also like you to search strategic leadership models present in other industries (e.g., business) and whether there are take-aways from these models that would be appropriate for the healthcare setting. Is transformational leadership the only effective leadership style? How do leadership styles complement one another? What leadership styles would be beneficial for the strategic leadership team?

Requirements:

- The memo should be at least 1, but no more than 2 pages, single-spaced.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least 3 sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.

- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 2 Critical Thinking Rubric for full details on how you will be graded on this assignment.

### **Option #2: Magnet Designation and Quality Performance**

Scenario: You have been functioning in your COO role for several months and have a relatively solid understanding of quality performance present in the organization. The CEO has asked you to develop a presentation that briefly explains what Magnet designation is and how it relates to best practices, quality performance, and exemplar patient outcomes. The CEO would like your recommendation as to whether to pursue this costly endeavor in order to strategically link and implement an evidence-based model approach to improve patient outcomes.

Requirements:

- The presentation should be 6-8 slides in length, excluding the title and reference slides.
- Each slide must provide detailed speaker's notes that are a minimum of 100 words. The notes must draw from and cite relevant reference materials.
- The presentation must be submitted as a PowerPoint file (.ppt) – do not submit the presentation as a PDF file.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least 3 sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 2 Critical Thinking Rubric for full details on how you will be graded on this assignment.

### **Mastery Exercise (10 points)**

## **Module 3**

### **Readings**

- Chapter 3 in *Essentials of Strategic Planning in Healthcare*
- Agwunobi, A., & Osborne, P. (2016). Dynamic capabilities and healthcare: A framework for enhancing the competitive advantage of hospitals. *California Management Review*, 58(4), 141-161.
- Domagała, A. & Klich, J. (2018). Planning of Polish physician workforce – Systemic inconsistencies, challenges and possible ways forward. *Health policy*, 122(2), 102-108.
- Johnson, J. E., & Garvin, W. S. (2017). Advanced practice nurses: Developing a business plan for an independent ambulatory clinical practice. *Nursing Economics*, 35(3), 126-133, 141.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

## **Portfolio Milestone (50 points)**

### **PORTFOLIO PROJECT MILESTONE (50 points)**

Review the requirements for the Portfolio Project. Prepare and submit a bibliography of research sources that you plan to use for the Portfolio Project. The bibliography should include at least 10 credible reference sources, which includes at least two peer reviewed articles from the CSU-Global Library. The bibliography entries must be formatted per the CSU-Global Guide to Writing and APA Requirements.

This submission is worth 50 points of your Portfolio Project, which is due in Module 8. Additionally, you will be expected to account for the instructor's feedback in the final version of the Portfolio Project assignment.

## **Module 4**

### **Readings**

- Chapters 4 & 7 in *Essentials of Strategic Planning in Healthcare*
- Taylor, N., Clay-Williams, R., Hogden, E., Braithwaite, J., & Groene, O. (2015). High performing hospitals: A qualitative systematic review of associated factors and practical strategies for improvement. *BMC Health Services Research, 15*(1), 1-22.
- Toves, P., Graf, L., & Gould, D. (2016). Innovative use of force field analysis: Factors influencing technology-enabled change. *Journal of Behavioral and Applied Management, 17*(2), 85-102.
- Van Der Hoorn, B. (2016). The project-space model: Visualising the enablers and constraints for a given project. *International Journal of Project Management, 34*(2), 173-186.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking: (75 points)**

#### **Option #1: SWOT Analysis and Emergency Department Throughput**

Scenario: The CEO, Emergency Department Director and you having been reviewing the data concerning ED throughput. There has been a significant rise in ED patient visits from 32,000/year to 45,000/year as well as the patient acuity has risen requiring the use of additional ancillary services (e.g., radiology, laboratory services) which is creating much bottleneck in patient flow. As a result, patients are leaving without being seen, increasing the rate from 3% to an all-time high of 10%.

The CEO would like you to perform a SWOT analysis to identify the factors that are key in getting the ED stabilized with the new volume of patients. The CEO has requested that you provide a presentation to the ED Steering Committee (e.g., ED physicians, ED Director, charge nurses and staff members) about your SWOT analysis findings. The ED Steering Committee's will be essential in moving this work forward.

You can use the data from the case study that preceded Chapter 1 in the textbook to assist you in the SWOT analysis.

#### Requirements:

- The presentation should be 8 slides in length, excluding the title and reference slides.
- Each slide must provide detailed speaker's notes that are a minimum of 100 words. The notes must draw from and cite relevant reference materials.
- The presentation must be submitted as a PowerPoint file (.ppt) – do not submit the presentation as a PDF file.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least 3 sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 4 Critical Thinking Rubric for full details on how you will be graded on this assignment.

#### **Option #2: Creating Change for the Emergency Department using Force Field Analysis**

Scenario: The CEO, Emergency Department Director and you having been reviewing the data concerning ED throughput. There has been a significant rise in ED patient visits from 32,000/year to 45,000/year as well as the patient acuity has risen requiring the use of additional ancillary services (e.g., radiology, laboratory services) which is creating much bottleneck in patient flow. As a result, patients are leaving without being seen, increasing the rate from 3% to an all-time high of 10%.

The CEO would like you to perform a force field analysis to identify the factors that will lead to creating change and getting the ED stabilized with the new volume of patients. The CEO has requested that you provide a presentation to the ED Steering Committee (e.g., ED physicians, ED Director, charge nurses, and staff members) about your force field analysis findings. The ED Steering Committee's will be essential in creating change for the department.

Guide: You can use the data from the case study that preceded Chapter 1 in the textbook in assisting you in the force field analysis.

#### Requirements:

- The presentation should be 8 slides in length, excluding the title and reference slides.
- Each slide must provide detailed speaker's notes that are a minimum of 100 words. The notes must draw from and cite relevant reference materials.
- The presentation must be submitted as a PowerPoint file (.ppt) – do not submit the presentation as a PDF file.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least 3 sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 4 Critical Thinking Rubric for full details on how you will be graded on this assignment.

## Portfolio Milestone (0 points)

### Module 5

#### Readings

- Chapters 5 & 8 in *Essentials of Strategic Planning in Healthcare*
- Ben Ayed, M., & El Aoud, N. (2017). The patient empowerment: A promising concept in healthcare marketing. *International Journal of Healthcare Management*, 10(1), 42-48.
- Kemp, E. B., Mý, K. A., Homer, P. M., & Latour, M. S. (2017). Understanding the power of hope and empathy in healthcare marketing. *The Journal of Consumer Marketing*, 34(2), 85-95.

#### Opening Exercise (0 points)

#### Discussion (25 points)

#### Mastery Exercise (10 points)

#### Critical Thinking: (75 points)

#### **Option #1: SWOT Recommendations and Presentation of the Strategic Plan to Governing Board Members**

Scenario: The CEO was very satisfied with the presentation that you provided to the ED Steering Committee about the ED throughput and your *SWOT recommendations*. Following systems theory thinking, the CEO feels that correcting the ED throughput is essential in assuring a positive flow for patients once they are admitted through the ED. ED throughput will assist in diminishing lag time for admissions, assure timely surgical interventions, and improve patient satisfaction scores. These items are crucial since they are the essence of the financial viability of the hospital.

Thus, the CEO requested that you provide a presentation to the governing board and medical directors about the ED throughput. He would like you to develop a motivating statement that will generate support among the governing board members as your first slide. Also, the CEO would like you to create a more effective presentation that communicates the most crucial points of your SWOT analysis to the governing board members.

#### Requirements:

- The presentation should be 8 slides in length, excluding the title and reference slides.
- Each slide must provide detailed speaker's notes that are a minimum of 100 words. The notes must draw from and cite relevant reference materials.
- The presentation must be submitted as a PowerPoint file (.ppt) – do not submit the presentation as a pdf file.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least 3 sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 5 Critical Thinking Rubric for full details on how you will be graded on this assignment.

### **Option #2: Force Field Recommendations and Presentation of the Strategic Plan to Governing Board Members**

Scenario: The CEO was very satisfied with the presentation that you provided to the ED Steering Committee about the ED throughout and your force field recommendations. Following systems theory thinking, the CEO feels that correcting the ED throughput is essential in assuring a positive flow for patients once they are admitted through the ED. ED throughput will assist in diminishing lag time for admissions, assure timely surgical interventions, and improve patient satisfaction scores. These items are crucial since they are the essence of the financial viability of the hospital.

Thus, the CEO requested for you to provide a presentation to the governing board and medical directors about the ED throughout. He would like you to develop a motivating statement (as your first slide) that will generate support among the governing board members. Also, the CEO would like you to create a more effective presentation that communicates the most crucial points of your force field analysis to the governing board members.

Requirements:

- The presentation should be 8 slides in length, excluding the title and reference slides.
- Each slide must provide detailed speaker's notes that are a minimum of 100 words. The notes must draw from and cite relevant reference materials.
- The presentation must be submitted as a PowerPoint file (.ppt) – do not submit the presentation as a pdf file.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least 3 sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 5 Critical Thinking Rubric for full details on how you will be graded on this assignment.

## **Module 6**

### **Readings**

- Chapters 6 in *Essentials of Strategic Planning in Healthcare*
- Belle, A., Thiagarajan, R., Soroushmehr, S. R., Navidi, F., Beard, D. A., & Najarian, K. (2015). Big data analytics in healthcare. *Biomed Research International*, 20151-16. doi:10.1155/2015/370194
- Lateef, F. (2016). Big data: Applications in healthcare and medical education. *Education In Medicine Journal*, 8(1), 85-89. doi:10.5959/eimj.v8i1.417
- Xiang, J., & Stanley, S. J. (2017). From online to offline: Exploring the role of e-health consumption, patient involvement, and patient-centered communication on perceptions of health care quality. *Computers in Human Behavior*, 70, 446-452.

- Wu, J., Kao, H., & Sambamurthy, V. (2016). The integration effort and E-health compatibility effect and the mediating role of E-health synergy on hospital performance. *International Journal of Information Management*, 36(6), 1288-1300.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Portfolio Milestone (50 points)**

Review the requirements for the Portfolio Project. Develop an outline of your SWOT analysis identifying the organizational competencies and strategic advantages. This can be in a table or bullet format identifying the organization's strengths, weaknesses, opportunities, and threats.

The assignment must be formatted per the CSU-Global Guide to Writing and APA Requirements.

This submission is worth 50 points of your Portfolio Project, which is due in Module 8. Additionally, you will be expected to account for the instructor's feedback in the final version of the Portfolio Project assignment.

## **Module 7**

### **Readings**

- Chapters 12 in *Essentials of Strategic Planning in Healthcare*
- Ben Ayed, M., & El Aoud, N. (2017). The patient empowerment: A promising concept in healthcare marketing. *International Journal of Healthcare Management*, 10(1), 42-48.  
doi:10.1080/20479700.2016.126832
- Karami, M., Maleki, M. M., & Dubinsky, A. J. (2016). Cultural values and consumers' expectations and perceptions of service encounter quality. *International Journal of Pharmaceutical and Healthcare Marketing*, 10(1), 2-26.
- Scott, A. D., Nsiah-Kumi, P., & Phillips, M. E. (2015). Reducing healthcare disparities through strategic social marketing. *Graziadio Business Review*, 18(2), 1-9.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking: (75 points)**

### **Option #1: Networking Online**

For this assignment, you should first complete the following tasks:

- Build a 90% complete profile on LinkedIn and submit the link.
- Research and submit a list of professional organizations within your degree field and their entrance requirements.
- Submit a list of people who could serve as a professional mentor or career coach for you, along with their current employers and roles.

Requirements:

- Your submission should be 1-2 pages in length.
- Use terms, evidence, and concepts from class readings.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 7 Critical Thinking Rubric for full details on how you will be graded on this assignment.

### **Option #2: Professional Brand**

Develop a well-written paper that includes the following:

- Describe the role that networking can play in your professional life.
- Explain what you're doing to keep your "professional brand" consistent across social and professional platforms.
- List at least two professional organizations within your degree field and describe the value you could gain by becoming a member of these organizations.
- Discuss the steps you could take to developing a professional connection with a mentor or career coach.

Your paper should meet the following requirements:

- Be 4-5 pages in length.
- Use terms, evidence, and concepts from class readings.
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements.

Review the Module 7 Critical Thinking Rubric for full details on how you will be graded on this assignment.

## **Module 8**

### **Readings**

- Chapters 9 & 11 in *Essentials of Strategic Planning in Healthcare*
- Crelin, R. B. (2017). The effect of hospital mergers on healthcare. *MD Advisor: A Journal for New Jersey Medical Community*, 10(1), E37-E39.
- Kleiner, S., White, W., & Lyons, S. (2015). Market power and provider consolidation in physician markets. *International Journal of Health Economics & Management*, 15(1), 99-126. doi:10.1007/s10754-014-9160-y
- Schmitt, M. (2017). Do hospital mergers reduce costs? *Journal of Health Economics*, 52, 74-94.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

## **Portfolio Project (250 points)**

### **Option #1: Strategic Marketing Speaker Note Presentation**

For the final portfolio project, you will create a professional presentation (using MS PowerPoint) that the CEO has asked you to share with the Board of Directors of your chosen institution. For this portfolio project, you will develop a strategic marketing plan; assessing the organization's environment, identifying the consumer market, developing a mission and vision statement, summarizing quality initiatives, developing a plan for marketing the organization, and creating a monitoring measurement metric, to ensure future success of the organization.

The project will consist of the visual representations of the following elements:

1. An introduction of the organization
2. A mission and vision statement
3. A SWOT analysis identifying the organizational competencies and strategic advantages
4. Identification of the consumer, key stakeholders, and market
5. A summary of a marketing direction for the organization (e.g., expansion of a service or new program)
6. Recommendations for monitoring performance measurements to ensure the success of the organization's strategic plan.

Requirements:

- Your presentation should be 10-15 slides in length, excluding the title and reference slides which must be included.
- The presentation must be submitted as a PowerPoint file (.ppt) – do not submit as a PDF or Word file.
- Each slide must provide detailed speakers notes – a minimum of 100 words per slide.
- Integrate concepts, terms, and theories from the readings and module content.
- You need to cite at least 10 sources for this assignment, outside of the textbook. Six of these sources must come from academic journals. The CSU-Global Library is a great place to find resources.

Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.

### **Option #2: Strategic Marketing Audio Presentation**

For the final portfolio project, you will create a professional presentation (using MS PowerPoint) that the CEO has asked you to share with the Board of Directors of your chosen institution. For this portfolio project you will develop a strategic marketing plan; assessing the organization's environment, identifying the consumer market, developing a mission and vision statement, summarizing quality initiatives, developing a plan for marketing the organization, and creating a monitoring measurement metric, to ensure future success of the organization.

The project will consist of the visual representations of the following elements:

1. An introduction of the organization
2. A mission and vision statement
3. A SWOT analysis identifying the organizational competencies and strategic advantages

4. Identification of the consumer, key stakeholders, and market
5. A summary of a marketing direction for the organization (e.g., expansion of a service or new program)
6. Recommendations for monitoring performance measurements to ensure the success of the organization's strategic plan.

Requirements:

- Your presentation should be 10-15 slides in length, excluding the title and reference slides which must be included.
- The presentation must be submitted as a PowerPoint file (.ppt) – do not submit as a PDF or Word file.
- This presentation will be an audio presentation and each slide must be presented with audio speaker notes.
- Integrate concepts, terms, and theories from the readings and module content.
- You need to cite at least 10 sources for this assignment, outside of the textbook. Six of these sources must come from academic journals. The CSU-Global Library is a great place to find resources. Your paper must be formatted according to CSU-Global Guide to Writing and APA Requirements.

---

## COURSE POLICIES

---

<b>Grading Scale</b>	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

### **Course Grading**

20% Discussion Participation

0% Opening Exercises

8% Mastery Exercises

37% Critical Thinking Assignments

35% Final Portfolio Project

---

## IN-CLASSROOM POLICIES

---

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

### **Citing Sources with APA Style**

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.