



HCA320: Marketing for Healthcare

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This course takes a look at healthcare marketing through the lens of traditional marketing, illustrating how fundamental marketing approaches are used in the health care professions. The approach taken is that to succeed health care entities need to generate customers and patients in the same fashion as a traditional consumer product. While traditional marketing terms are used throughout the course they are positioned in and around health care examples.

Course Outcomes

At the completion of this course, students should be able to:

1. Apply the tenets of consumer and business marketing to the healthcare industry.
2. Apply the 4Ps/4Cs of marketing to healthcare.
3. Develop marketing strategies based on intimate knowledge of the health care market
4. Differentiate the various customers of healthcare products and services in terms of marketing segmentation planning.
5. Recommend various media (traditional and new) to reach different audiences in healthcare.
6. Insure proper adherence to the rules and regulations, and ethics, of healthcare in the execution of marketing planning.

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required or Supplemental Text or Resources:

Berkowitz, E.N., (2017). *Essentials of health care marketing*. Jones & Bartlett Learning. Burlington, MA. ISBN: 978128409431

Bookstore Information

The bookstore can be located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:
<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1	Defining Marketing
Outcomes	<ul style="list-style-type: none"> • Explain what marketing is. • Describe the marketing functions or mix. • Explain a marketing driven economy.
Readings	<p>Reading from the textbook:</p> <p>Berkowitz, E.N. (2017). <i>Essentials of health care marketing</i>. Burlington, MA: Jones & Bartlett Learning.</p> <ul style="list-style-type: none"> • Chapter 1 <p>Other readings:</p> <ul style="list-style-type: none"> • Principles of marketing: Basic concept and fundamentals • Basics—and misunderstandings—about marketing
Lectures	<ul style="list-style-type: none"> • Lecture: Defining Marketing
Multimedia	<ul style="list-style-type: none"> • 5 things that make healthcare marketing unique
Discussion	<p>Healthcare accounts for about one sixth of the entire domestic economy. Why is marketing so important to the U. S. economy, and in turn, to healthcare in the U. S.?</p> <p>Before posting to the discussion board, please review the Undergraduate Discussion Guidelines in Canvas.</p>
Assignments	<p>Individual assignment: Marketing mix</p> <p>Are all four components of the basic marketing mix (4Ps) equal in importance? Why or why not? Is this true in all cases that you can think of? Write at least two pages giving specific examples.</p> <p>Final Assignment: (Due Week 8)</p> <p>Select a product or service in the healthcare market and discuss the considerations you will have to address in the marketing of the product or service and what your recommendations would be. This project should be at least 5-7 pages (not including title page and references) and it should address the topics discussed during each week of class. It will be helpful to have some pertinent research on your product/service, limit the project to a single state or region, and use a SWOT analysis to help set up strategy.</p>

Week 2	Strategy
Outcomes	<ul style="list-style-type: none"> • Apply the essential components of marketing strategy. • Explain how social and economic forces affect marketing strategy. • Identify the major regulatory requirements that must be followed when forming health care marketing strategy.
Readings	<p>Readings from the textbook:</p> <ul style="list-style-type: none"> • Chapter 2 • Chapter 3 <p>Other readings:</p> <ul style="list-style-type: none"> • 10 Minutes with Mark Sarbiewski • HIPAA, PHIPA & social: Keeping a pulse on the rules of patient engagement
Lectures	<ul style="list-style-type: none"> • Lecture – Strategy: SWOT/PEST Analyses
Multimedia	<ul style="list-style-type: none"> • 6 strategies: Competitiveness in healthcare
Discussion	<p>There are any number of factors that affect strategy, not least of which are social and economic factors. In health care, you also have the issue of rules and regulations. In your opinion, would affect strategy development in the health care industry? Be specific in your post and responses.</p>
Assignments	<p>Individual assignment: Your strategy is showing</p> <p>There are many examples in modern marketing of the phrase "your strategy is showing." Pick a product or service in the health care field that you have seen advertised or marketed recently and try to imagine their strategy. What do you think the marketing people were saying? What was the strategy and was it really obvious?</p>

Week 3	Consumer Behavior and Targeting
Outcomes	<ul style="list-style-type: none"> • Analyze and compare the internal and external factors that influence consumer decision making. • Describe the necessity of a marketing information system. • Build segmentation and heavy user data into strategy development.
Readings	<p>Readings from the textbook:</p> <ul style="list-style-type: none"> • Chapter 4 • Chapter 5

	<ul style="list-style-type: none"> Chapter 6 Other readings: <ul style="list-style-type: none"> Principles of marketing - Buyer behavior
Lectures	<ul style="list-style-type: none"> Lecture 1 - Consumer Behavior Lecture 2 – Market Segmentation
Multimedia	<ul style="list-style-type: none"> Consumer behavior and marketing dynamics Why is segmentation in healthcare important
Discussion	Why is it important to use marketing research in the process of developing strategy? Is primary research or secondary research most important in the process?
Assignments	Individual assignment: Effect of consumer behavior on segmentation How do the major factors influencing consumer behavior interact with market segmentation? Provide specific examples and illustrate the benefits. Write a 2 to 3-page paper, being specific and using health care examples where appropriate.

Week 4 Customer Loyalty and Product Strategy	
Outcomes	<ul style="list-style-type: none"> Utilize the concept of relationship marketing. Define product strategy in conjunction with the marketing mix (4Ps). Develop varying product strategies over the product life cycle.
Readings	Readings from the textbook: <ul style="list-style-type: none"> Chapter 7 Chapter 8 Other reading: <ul style="list-style-type: none"> Product life cycle and how it relates to healthcare
Lectures	<ul style="list-style-type: none"> Lecture - Information and Product Life Cycle
Multimedia	<ul style="list-style-type: none"> TanaBell Health Services relationship marketing in healthcare 101
Discussion	How can a new Primary Care Practice utilize relationship marketing? How does your response involve the 4 Ps (Cs)?
Assignments	Individual assignment: Healthcare and the product life cycle Select two healthcare products/services. Show what product life cycle they are in and how that affects or may affect strategy development for each product or service. Present your ideas in a well-formed 2 to 3-page paper.

Quiz	Quiz #1
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Week 5	Pricing and Distribution
Outcomes	<ul style="list-style-type: none"> • Recommend alternative pricing strategies. • Evaluate factors that affect pricing. • Apply retailing in healthcare distribution strategy.
Readings	<p>Readings from the textbook:</p> <ul style="list-style-type: none"> • Chapter 9 • Chapter 10 <p>Other Readings:</p> <ul style="list-style-type: none"> • Price as a healthcare marketing strategy - Implications for marketers
Lectures	<ul style="list-style-type: none"> • Lecture - Pricing and Distribution
Multimedia	<ul style="list-style-type: none"> • The economics of healthcare: Crash Course Econ #29 • Tour one of our dedicated healthcare distribution facilities
Discussion	How have you seen price play a role in healthcare? Does this seem to be a part of an underlying strategy? How?
Assignments	<p>Individual assignment: The concept of retailing in healthcare</p> <p>How does the concept of retailing come up in healthcare? Are there areas of healthcare that are more prone to the retailing effect? Write at least two pages illustrating your thoughts.</p> <p>Final Assignment Reminder</p> <p>The final project is due the end of Week 8, Thursday at midnight at the latest. You should be in the process of outlining it now.</p>

Week 6	Promotion
Outcomes	<ul style="list-style-type: none"> • Take advantage of the evolving nature of communication. • Employ integrated marketing communication in planning. • Develop an advertising/PR campaign.
Readings	<p>Readings from the Textbook:</p> <ul style="list-style-type: none"> • Chapter 11 • Chapter 12

	Other Readings: <ul style="list-style-type: none"> • Branding healthcare: important or just marketing? • 7 Tips for effectively outsourcing social media • Understanding the power of hope and empathy in healthcare marketing • The elephant in the room
Lectures	<ul style="list-style-type: none"> • Lecture 1 - Advertising and Promotion • Lecture 2 - Integrated Marketing Communication
Multimedia	<ul style="list-style-type: none"> • Healthcare marketing lecture by Patrick Goodness, CEO of The Goodness Company
Discussion	Pharmaceutical advertising is big business. Who are they targeting and how are they reaching this target?
Assignments	Individual assignment: Advertising for a regional hospital The president of a regional hospital comes to you and asks how the hospital can use advertising to build revenue. What suggestions do you have? Develop a well thought out strategy for the hospital in 2 to 3 pages.

Week 7 Sales and Sales Monitoring	
Outcomes	<ul style="list-style-type: none"> • Integrate the sales function into the health care industry. • Identify who are the major users of personal sales. • Monitor sales effectiveness across the health care system.
Readings	Readings from the textbook: <ul style="list-style-type: none"> • Chapter 13 • Chapter 14 Other Reading: <ul style="list-style-type: none"> • The surprising secret behind doctor referrals
Lectures	<ul style="list-style-type: none"> • Lecture - Sales and Sales Management
Multimedia	<ul style="list-style-type: none"> • Three things that separate great medical sales reps from average reps
Discussion	Four doctors of gastroenterology want to start a practice with strong ties to primary care referral physicians. What kind of sales considerations would they need to apply?
Assignments	Individual assignment: Monitoring the start of the practice

	<p>Considering the discussion topic for this week, how would these doctors wishing to build their new practice monitor what they do in order to make their practice viable? What would they have to look at? Create a 2 to 3-page paper explaining the monitoring process.</p> <p>Final Assignment Reminder: due Thursday Week 8</p>
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Week 8	Summary
Outcomes	<ul style="list-style-type: none"> • Use basic marketing techniques in healthcare marketing. • Explain the similarities and differences health care marketing and consumer marketing. • Apply the differences in media habits among the population to advantage.
Readings	<p>Readings from the textbook:</p> <p>Review the textbook in preparation for the discussion question.</p>
Lectures	<ul style="list-style-type: none"> • Lecture - Summary
Discussion	<p>Takeaways</p> <p>This week we want to focus on what your takeaways were from this course. What did you like and/or dislike about the course? What would you like to see added? How was the text book?</p>
Assignments	<p>Individual Assignment</p> <p>Final paper due</p>
Quiz	Final Quiz

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments (6 @6 pts ea.)	36
Discussions (8 @ 4 pts ea.)	32
Quizzes (2 @ 6 pts ea.)	12
Final Project	20
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.
- Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy

- Student Attendance Policy
- Academic Honesty and Conduct Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on the website.