

6571 Healthcare Marketing

3 semester hours

Thursdays 6 – 8:45 p.m.

Jennings 209

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Prerequisite

Graduate standing.

Course description

Introductory survey of marketing concepts as applied to health services organizations. Consumer behavior, market segmentation, target marketing, marketing research, management, and control of marketing mix variables.

Rationale

Course will give the graduate student marketing knowledge that will enhance their ability to lead through changing and challenging times in health care.

Textbook

Thomas, Richard K. Marketing Health Services. Arlington, VA: 2005.

Methods of Instruction

Lecture, discussion and student presentations.

Objectives and Outcomes

At the conclusion of this course, the student will:

- Have an understanding of marketing and the marketing planning process.
- Have an understanding of the essential components of marketing strategy formulation in the healthcare environment.
- Identify the environment forces on organizational strategy and their implications related to marketing decisions.

- Have an overall understanding of the effect that marketing has on a health care organization's long-term success.
- Understand the internal and external factors that influence consumer decision making related to healthcare.
- Have a basic understanding of the nature of the marketing research process.
- Be familiar with internet marketing opportunities.
- Define the two basic forms of advertising.

Academic Integrity

In accordance with university policy 2.19, Mississippi College students are expected to be scrupulously honest. Dishonesty, including plagiarism and cheating, will be regarded as a serious offense. Please refer to the policy for detailed information.

Course Outline

I. Healthcare Marketing: History and Concepts

- A. The History of Marketing in Healthcare
- B. The Challenge of Healthcare Marketing
- C. The Evolving Societal and Healthcare Context
- D. Basic Marketing Concepts
- E. Marketing and the Healthcare Organization

II. Understanding Healthcare Markets

- A. The Nature of Healthcare Markets
- B. Healthcare Consumers and Consumer Behavior
- C. Healthcare Products and Services
- D. Factors in Health Services Utilization

III. Healthcare Marketing Techniques

- A. Marketing Strategies
- B. Promotion, Advertising, and Sales
- C. Emerging Marketing Techniques

IV. Managing and Supporting the Marketing Effort

- A. Managing and Evaluating the Marketing Process
- B. Marketing Research in Healthcare
- C. Marketing Planning
- D. Sources of Marketing Data

V. The Future of Healthcare Marketing

Attendance

In accordance with university policy, students are expected to attend class regularly and punctually. Any student whose absences, whether excused or unexcused, exceed 25% of the class meetings will receive a grade of F in the course. Make-up exams are not given. Students will receive a "0" for a missed exam.

Graduate students should read the Graduate Orientation Manual in its entirety. This is an important part of the orientation for graduate students. Please get your hard copy from your department or from the Graduate Office.

Graduate Grading Scale

93-100 = A

90 - 92 = B+

84 - 89 = B

81 - 83 = C+

75 - 80 = C

70 - 74 = D

60 - 69 = F

Suggested Evaluation*

Test 1 20%

Test 2 20%

Test 3 20%

Test 4 20%

Group Presentation 20%

*This formula is subject to change provided additional assignments are given. Class participation is not graded, however it will be noted. The professor reserves the right to add or not add up to a .1/2 point to your final grade based on your participation in class.

Class Schedule

Week 1 Introduction to Class and Assignments, Overview of Healthcare Marketing

Week 2 Chapters 1 & 2

Week 3 Chapters 3 & 4

Week 4 Test 1

Week 5 Discuss Group Presentations, Chapters 5 & 6

Week 6 Chapters 7, 8 & 9

Week 7 Test 2

Week 8 Group Presentation Work

Week 9 Chapter 10 & 11

Week 10 SPRING BREAK

Week 11 Chapter 12 & 13

Week 12 Test 3

Week 13 NO CLASS

Week 14 Chapters 14 - 17

Week 15 Test 4

Week 16 Group Final Presentations

Each week at the beginning of class, there may be a short test. The content of the test will be related to the underlying principles and/or concepts covered in the previous week's assignment.

Sign and return the following page to the professor. Below is a copy of the statement you will sign.

I have read and understand the syllabi for Healthcare Marketing 6571. I agree to abide by the syllabi and understand that the instructor has the authority to change the schedule and any part of this syllabus. It is my responsibility to gather notes and any deviations from the schedule should I fail to attend a class or arrive late. I understand that make-up exams are not given and should I miss an exam I will receive a 0 for the missed exam.

Healthcare Marketing 6571

AGREEMENT

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Signature Date

Printed Name

Please provide an e-mail address and phone number should the professor need to contact you. Use an e-mail address you check regularly.

E-mail address:

Phone (Cell phone preferred):
