

HCA 304 Health Care Marketing Syllabus

Objective: The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.

Getting Help: To receive technical assistance on issues related to WebCT contact:
Academic Instructional Technology Help Desk ES 102

Spring and Fall Semester:

Monday-Thursday 8:00 a.m. - 9:00 p.m.

Friday 8:00 a.m. - 5:00 p.m. MST/MDT

Summer Semester: Monday-Friday 7:30 a.m.-4:30 p.m.

MDT (719) 587-7371 ascwebct@adams.edu

Your Instructor

Course Instructor: Armando Valdez

Phone: 719-587-7511

Email: avaldez@adams.edu

Office Location: Room 214 (School of Business Building)

Class Website: <http://webct.adams.edu>

Course Title:** Health Care Marketing

Course Prefix: HCA 304

Credit Hours: 3 Credit Hours (45 Contact Hours)

Textbooks (required):

Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence by Kristin Baird, and;

Health Care Marketing: Tools and Techniques (3rd Edition) by John L. Fortenberry, Jr.

Course Description:

This course involves analysis, evaluation, and implementation of marketing strategies within health care and managed-care environments. Designed to develop skills in segmenting customer and medical markets, brand products and services, enhance a communication strategy to the consumer, and develop pricing approaches. Methods and models of marketing fundamentals will be introduced.

**Instructor reserves the right to modify the syllabus and calendar for the class at any time during the course.

Course Objectives:

- Develop marketing strategies aimed at satisfying customer demands and preferences in a health care environment.
- To understand behavioral aspects of a consumer's health care decision-making process.
- Cultivate skills for analyzing health care delivery issues integrating marketing strategy and consumer behaviors.
- Enhance perspectives on marketing health care products to a growing consumer base with increased health care needs.
- To understand market forces shaping the health care market today.

Diversity Statement:

Many diverse opinions, perspectives, views, and ideas are shared and welcomed in this class. It is a priority to be inclusive of all individuals. However, the class environment will NOT tolerate disparaging remarks pertaining to a person's ethnic background, socioeconomic background, gender, age, sexual preference, physical ability, mental ability, and/or political affiliation.

Netiquette:

Netiquette stands for "network etiquette". Netiquette is a term born out of the increasing use of on-line communication and using the Internet as a discussion medium. Being in an on-line, virtual environment, most of our discussions will take place within asynchronous or synchronous forums. While sharing our perspectives and views, there are some codes of discussion conduct which must be honored. These include, but are not limited to, the following:

- Do not type in all CAPS. This is taken as yelling.
- Use references to demonstrate emotion to help others receive the message in the proper context. This is especially important when using sarcasm. Some examples that demonstrate emotion include: ha ha (laugh), lol (laugh out loud), OMG (Oh my gosh), J, L, etc.
- Use first names of other participants. Do not abbreviate the first names of another person unless it is explicitly approved by that person (ie., Rob used for Robert). If you do use another name, please let the class know that you prefer that name.
- More netiquette standards may be added throughout the semester. Please offer any suggestions.

Expectations:

- **Prepare for class.** Read the necessary sections of the textbook before the information is presented in class. This will help you to better understand the concepts and enable you to participate in online discussions.
- **Participate.** Participation is a key component to understanding and learning the information involved with this course. There will be several discussions and several opportunities to participate in those discussions.
- **Respect your classmates and teacher.** It is important to be respectful of the opinions and ideas of your classmates and teacher. We all learn better by contributing our individual perspectives. It is difficult for our class to learn and discuss business concepts if others are talking, reading the newspaper, eating, leaving class early, answering cell phones, talking on cell phones, etc.
- **Academic Integrity.** All students are expected to have honesty and integrity in the work that they perform. For more information regarding Academic Integrity, please research the student code of conduct in the Adams State College Student Handbook. Any deviation from academic integrity will be addressed at the discretion of the instructor.
- **Taking an Educated Risk.** Very few things in life are certain, yet many people are averse to exposing themselves to new opportunities. This class is that opportunity to critically analyze situations and take a risk, even if you don't know what the outcome might be. Ask questions, offer your perspective, propose new ideas, and express your personality. This class will provide a comfortable and safe environment to strengthen your risk-taking skills.
- **Enthusiasm.** Energy and enthusiasm create an exciting and dynamic classroom environment. Your enthusiasm helps enhance my excitement for teaching and facilitating the course content. Come to class energized to learn and eager to share your thoughts and perspectives.
- **Your expectations:** Please make any expectations of the class or the instructor known at any time during office hours or private e-mail.

Grading:

Marketing Plan	200 points
Marketing Observation	100 points
Marketing Tool Analysis & Application (50 points each)	100 points
Weekly Customer Service Themes	200 points
Health Marketing Article Reviews (50 points each)	<u>100 points</u>
Total	700 points

Assessment Methods:

Marketing Plan. This project will require you to prepare a marketing plan for a health care or managed-care organization. This plan will detail the marketing strategy that will help an organization achieve its business objective. Included in this plan will be a competitive analysis, market research, target market, marketing strategies, implementation factors, and evaluation standards. More information will be provided on the parameters of this project.

Marketing Observation. In this assignment you will visit a health care organization to observe occurrences in marketing. These occurrences will be documented and interpretation of the message/messages will be analyzed. More information on this assignment will be provided.

Marketing Tool Analysis & Application. There are many marketing tools which can be utilized to enhance the consumer experience in the healthcare industry. Our textbook, “Marketing Tools for Healthcare Executives”, focuses on many of these specific marketing tools. During this semester, you will prepare an outline and specific application on two selected marketing tools. This presentation will provide a detailed analysis of each marketing tool and a specific application for its use. The outline is a detailed outline with complete sentences for each bullet point. Outside research will be required. More information on this assignment will be provided.

Customer Service Themes. For each module, you will review the required readings and module outlines to generate a specific customer service theme. These themes must be at have a “theme title” and a couple of supporting paragraphs discussing the theme. These themes are based upon your perspective and opinion of the information presented within each particular module. Each theme must have a practical application which could be used in a health care customer service environment.

Health Marketing Article Reviews. During this course, each of you will be required to briefly present on **two** articles (newspaper, magazine, etc.) discussing health care environments. Topics may include, but are not limited to, changes in the health care industry, new products offered (goods or services), quality enhancements, patient advocacy, and/or advertising for health care organizations. For this assignment, a brief summary (half-page/single spaced) of the article with the citation will be submitted when presenting on the article. In addition, have a discussion question prepared for the class. These will be posted in the discussion area named: “Health Marketing Article Reviews”. The first article review discussion is setup within Module #2. The second article review discussion is setup within Module #5.