COURSE NO. AND TITLE: HCM 340-3 Marketing for Health Care Organizations

COURSE DESCRIPTION: Introduction to principles of marketing as applied to health care as a service industry. Analysis of local demographics and of current market trends in healthcare. Design of plans to include pricing, promotion, distribution channels and evaluation of strategies. This course is writing intensive and reflects the college’s communication-across-the-curriculum initiative. Restricted to HCM major or minor.

PREREQUISITES TO: ENGL 101; HCM major or minor.


COURSE OBJECTIVES:
1. Learn basic principles of marketing applied to health care organizations.
2. Stress the practice application of marketing concepts.
3. Develop a marketing plan for a health care provider.
4. Replicate in class, especially during marketing plan presentations, the atmosphere that takes place in industry through active discussion and challenge.

TOPICAL OUTLINE:

<table>
<thead>
<tr>
<th>Topics</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Marketing: Managing Profitable Customer relationships</td>
<td>5%</td>
</tr>
<tr>
<td>II. Company and Marketing Strategy</td>
<td>10%</td>
</tr>
<tr>
<td>III. The Marketing Environment</td>
<td>5%</td>
</tr>
<tr>
<td>IV. Managing Marketing Information</td>
<td>10%</td>
</tr>
<tr>
<td>V. Consumer and Business Buying Behavior</td>
<td>5%</td>
</tr>
<tr>
<td>VI. Segmentation, Targeting, and Positioning</td>
<td>5%</td>
</tr>
<tr>
<td>VII. Product, Services, and Branding Strategy</td>
<td>10%</td>
</tr>
<tr>
<td>VIII. New-Product Development and Product Life-Cycle Strategies</td>
<td>10%</td>
</tr>
<tr>
<td>IX. Pricing Considerations and Strategies</td>
<td>5%</td>
</tr>
<tr>
<td>X. Marketing Channels and Supply Chain Management</td>
<td>5%</td>
</tr>
</tbody>
</table>
XI. Retailing and Wholesaling 5%
XII. Integrated Marketing Communication 15%
XIII. Marketing in the Digital Age 5%
XIV. The Global Marketplace 5%

TEACHING METHODOLOGY
Class structure consists of lecture, class discussion, video cases, and your independent work. You are expected to read the textbook chapters before class and be prepared to discuss this material. Class discussion and participation is highly encouraged. You should feel comfortable sharing your thoughts, any questions you may have, and your personal experiences with each other as you have a great deal to offer to the overall learning experience.

INCOMPLETE GRADE POLICY
All incomplete grade requests will be considered in accordance with SIU’s Incomplete Grade Policy and must be requested by you in writing. This request must be made in writing to either your instructor or your program advisor by the date grades are due. If accepted, a time period in which incomplete work must be completed will be established. If the incomplete work is not completed within the agreed upon time, a grade of "F" will be given.

ATTENDANCE POLICY
Course attendance is addressed in detail in the Student Information Sheets. If you choose to drop this course, you must contact the SIU program coordinator. A late assignment will be assessed one point for each day it is late. If you have conflicts that result in a missed major assignment (ie: Exam, case study, written report), you must provide the instructor details of your absence and the instructor will arrange for you to make up the major assignment. There will be no extra credit or make up work offered for any other assignments or missed attendance points. Twenty points are allocated to each weekend of class. You must be present, sign in, and participate to earn points. Quality instruction clearly depends upon active student participation in the classroom.

CLASS ASSIGNMENTS
First Weekend .............................................................Textbook Chapters 1-5, Written Assignment 1 due-Saturday.
    Quiz ONE. Begin marketing plan development.
Second Weekend ..........................................................Textbook Chapters 6-11. Review marketing plan with instructor.
    Quiz TWO. Written Assignment 2 due. Case Study.
    Written Assignment 3 due. All written work due.

EXAMINATIONS
Quizzes: Quizzes are scheduled for weekends one and two. This quiz will be given at the instructor’s discretion. Quizzes will cover the material presented in the textbook plus all lecture notes, class discussions, and handouts.
Final Exam: A final exam will be given on the third Sunday of class. The exam will be 100 points (50 questions) and will cover materials presented in class, textbook readings, class discussions, and any other supplemental materials used.

CLASS PARTICIPATION
Your participation in classroom discussion is important because so often you can add valuable information to the lecture and textbook. Your participation and attendance are factors in determining your final grade in this class. If you must miss class, you are required to inform your instructor. Please refer to the Attendance policy for more information.

GRADE BREAKDOWN

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance/participation</td>
<td>60</td>
</tr>
<tr>
<td>Written assignment 1</td>
<td>15</td>
</tr>
<tr>
<td>Written assignment 2</td>
<td>15</td>
</tr>
<tr>
<td>Written assignment 3</td>
<td>30</td>
</tr>
<tr>
<td>Case Study assignment</td>
<td>20 pts</td>
</tr>
<tr>
<td>Oral presentation of marketing plan</td>
<td>30 pts</td>
</tr>
<tr>
<td>Quizzes (2)</td>
<td>30 pts</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100 pts</td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>300 pts</td>
</tr>
</tbody>
</table>

GRADING SCALE

A = 300-270 pts
B = 269-240 pts
C = 239-210 pts
D = 209-180 pts
F = below 180 pts
WRITTEN ASSIGNMENTS: During the three weekends of this course, you will be responsible for developing and ‘implementing’ a marketing plan for your “business”. Your “business” can be a hypothetical business, an existing business that you are very familiar with, or a department within your hospital (If you have other ideas, please contact me for approval). Regardless of the business you choose, you must be able to complete the following three assignments in relation to the business. There is much written about development of marketing plans so please read outside the textbook. (Business should be healthcare related).

Written Assignment 1 - BUSINESS/MARKET IDENTIFICATION (due First Saturday):
This assignment is the first step in the development of your overall marketing plan. During this phase of “Business/Market Research” you are laying the groundwork for the development of an effective marketing strategy.

You will need to:
1. identify business for your plan/summarize
2. describe the business characteristics, goals, etc.
3. identify target markets/segment market
4. identify customer/patient desires

This assignment requires you to read appropriate sections in your textbook and other sources to gain a basic understanding of the above terms and processes. Complete a two-page report/outline including short discussions of the above topics as they relate to ‘your business’. For 3 and 4, offer your opinion based upon your experience and current knowledge.

NOTE: Assignment 1 is due on the first Saturday of class. I will review it, make appropriate recommendations and return it you on Sunday.

Written Assignment 2 – BUSINESS/MARKET RESEARCH (due Second Saturday):
After I have approved Written Assignment 1 which sets the direction for your Market Research, Written Assignment 2 requires you to carry out and document your research. You should use interviews, printed resources, and other appropriate tools to carry out the research that will help you understand and further develop the direction of your business.

1. evaluate product/service strengths, weaknesses, threats, and opportunities (SWOT analysis)
2. determine appropriate distribution channels for your product/service
3. develop pricing strategies
4. develop sales goals
5. review your “branding” strategy
6. evaluating product/service life cycles

Using the 10 categories from above (including 3 and 4 from Assignment 1), document your research findings in a bullet/report format. This report should be 3-4 pages typed, double-spaced and should document the references you used (An example-Radiology Department: 3. Identify target markets/market segments: Discussion with key department staff members and 3 referring physicians demonstrates that the market for my department’s products are upper middle class patients being referred to our facility due to ease of access and prompt scheduling availability. Typical procedures include MRI, CT, etc. Further identify numbers of exams, etc. 4. Identify customer/patient desires: Review of patient satisfaction surveys and work with patient focus group consisting of 10 past Radiology patients demonstrates that the major desires of the patient are convenience, prompt appointments, and no long delays upon arriving for exams).

As you complete the research you should consider how these results are going to affect the development of the final marketing plan for your business. Assignments 1 and 2 will build upon each other and then provide you with information to complete your final plan. Written Assignment 2 is due the Second Saturday. I will review the assignments and return to you on Sunday.

Written Assignment 3 – Development of your marketing plan (due Third Saturday):
Written assignment 3 requires you to develop and complete a marketing plan for your business. Utilizing the information you gathered in assignments one and two should provide you with adequate information relating to the direction of your business. You should research various marketing plan samples and determine the best plan for your business. At the very least you should prepare an introduction summarizing your business and plan, and then address the following: 1). Market Segmentation/Target Markets 2). SWOT results 3). Targeted sales volumes and how you determined 4). Discussion of Product, Place, Price, and Promotion – the 4 Ps of marketing. 5). Develop a sample marketing, promotional, advertising tool to support your marketing plan (ie; branding).

The key to promotions is to Educate and Inform - Marketing is a process of educating prospective consumers and assisting them in decision making. By providing valuable information, (sometimes product related-tangible, sometimes
intangible) they will be better able to make decisions about purchasing, choosing products/services. Your marketing and promotional strategy is designed to educate and inform prospects about a specific health care product/service.

This assignment will be 6-7 pages typed, double-spaced and should be written using appropriate category headings for each section. Utilize the categories and bullet points you developed in Assignments 1 and 2. **Your final plan will be due on the third Saturday.** You will be using this final draft to prepare your oral presentation of your plan to the class.

**Case Study Assignment – Assigned by instructor in class on Second Saturday**

**ORAL PRESENTATION (due Third Sunday):**
This presentation will be a review of your completed marketing plan. You will develop and present a 10-15 minute oral presentation describing how you researched and developed your plan, issues that you experienced, and sharing your final marketing plan with the class. Your grade will be based upon:

1. How well you summarize the actions and results of your plan (10 points)
2. Completion of a one-page outline to be given to the instructor prior to your presentation (5 pts)
3. Meeting time constraints (5 pts)
4. Use of audio-visual aides (Powerpoint, handouts, etc) and effective presentation skills (10 pts)

**Safety Instructions:**
Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. If you are located on a military installation, and depending on the type emergency a senior military member may take control of the situation and direct you on the action to take. Please follow their instructions and do as asked. Similarly, if you are at a community college, their security personal may arrive and take control of a situation, please follow their instructions as well.

**Academic Dishonesty:**
Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic dishonesty includes, but is not limited to, cheating on a test, plagiarism, or collusion.

**ADA Statement for Students Requiring Special Accommodations:**
As per 504 of the Vocational Rehabilitation Act of 1973 and the American Disabilities Act (ADA) of 1990, if accommodations are needed, inform the instructor or program advisor as soon as possible.

**HAVE FUN** with this course. This will be a course that everyone can relate to. We will be using practical, everyday examples of marketing, sales, and advertising that we will all be familiar with. Carrying out market research, analysis of that research, and development of a marketing plan will be an enjoyable experience.