COURSE NO., HOURS, AND TITLE: HCM 384-3 Strategic Planning and Marketing in Health Care

COURSE DESCRIPTION:

A course that analyzes the fundamentals of strategic planning and leadership in health care organizations. Emphasis is placed on governance, mission, vision, values, leadership styles, business plans, marketing principles and strategies, and SWOT analysis. Fundamental aspects of marketing will be introduced along with an exploration of the strategical planning processes involved with formulation, implementation, actions, execution, and control.

PREREQUISITES: None

REQUIRED TEXTBOOK(S):


COURSE OBJECTIVES:

Upon completion of this course students will be able to:

1. Identify and apply fundamental aspects of strategic planning for healthcare organizations.
2. Evaluate the strategic planning process to determine if organizational changes are required.
3. Understand how the health care organization mission, vision, values and culture affects strategic planning, the business plan, profits, departmental activities, decision-making, as well as interactions with physicians and other important stakeholders.
4. Define leadership responsibilities and management styles associated with strategic planning.
5. Understand basic marketing principles and tools to prepare a market driven strategic plan.
6. Understand the role of marketing for various health care delivery models, within the healthcare system.
7. Explore opportunities to use social media for healthcare marketing & strategic planning patient services, and the growth of strategic partnerships and alliances.

TOPICAL OUTLINE:

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<thead>
<tr>
<th>I. Strategic Planning</th>
<th>Percentages of Time</th>
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<tr>
<td>a. Strategic planning history and fundamentals of strategic planning, with applications for healthcare organizations</td>
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<td>b. Strategic planning methodology and developing a strategic plan</td>
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<td>c. Conducting needs assessments, Gap and SWOT analysis to develop operational, crisis, and disaster planning, based on internal and external environmental factors</td>
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<td>d. Evaluation of the strategic planning processes, to determine if changes are required</td>
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<td>e. Development of a business plan involving physicians and other key stakeholders in the</td>
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strategic planning process
f. Implementation of the strategic planning strategy at the health systems level

II. Leadership 30%
   a. Leadership theory and applications within the health care organization
   b. Role of leadership in creating and implementing the vision, mission and values that are in alignment with the organization’s strategic plan
   c. Leadership styles and challenges caused by varying stakeholder perspectives and dynamic environmental, political and demographic influences

III. Marketing 35%
   a. Basic marketing fundamentals
   b. Advertising to reach target markets
   c. Product development based on industry development and consumer needs analysis
   d. The 4Ps as the foundation of the organization’s marketing mix and marketing plan

Internet Resources:
3) Gateway to Health Communication and Social Marketing Practice, Centers for Disease Control and Prevention: https://www.cdc.gov/healthcommunication/toolstemplates/basics.html