

HL 430: Healthcare Marketing

School of Business and Management

5 Credits

Effective Date Winter 2020

Grading Type: Decimal

Access to the Internet is required.

All written assignments must be in Microsoft-Word-compatible formats.

See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

Faculty Information

Professional experience information for instructors is found under *Syllabus, Schedule, and Course Team* in the online course menu.

Contact Information

Contact information for instructors is found under *Syllabus, Schedule, and Course Team* in the online course menu.

Course Description

This course provides students with an understanding of the use of marketing in the healthcare sector, including the creation of a marketing plan, the use of focus groups, and the creation of a marketing budget. Emphasis is placed on identifying market demographics, targeting, and positioning as well as decisions about product and service design, pricing and placement, and the promotion of healthcare services. Students will gain an understanding of market research and the application of marketing strategies and tactics to support an organization's core strategies.

Course Resources

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the *Reading List* link in your online course as well as from the library homepage (“Find Your Reading List” button).

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

Course Outcomes

This course will prepare students to:

- Analyze the use of marketing in the healthcare sector, including the creation of a marketing plan, the use of focus groups, and the creation of a marketing budget.
- Identify market demographics, targeting, and positioning as well as decisions about product and service design, pricing and placement, and the promotion of health services.
- Assess market research and the application of marketing strategies and tactics to support an organization's core strategies
- Explain the concept of product loyalty.

Grading Scale

The grades earned for the course will be calculated using City University of Seattle's decimal grading system, found in the current [University Catalog](#).

Grading rubrics with details on how each assignment will be graded are located under *Assignments* and/or in *My Grades* in the online course menu. Students should review the rubric for each assignment prior to completing their work in order to understand how it will be assessed.

Course Assignments and Grading

Assignments

Marketing and Tools Plan Paper (30% of Final grade)

Marketing plans should support the organization's strategic plan. Marketing planning involves establishing objectives, formulating strategies that align with the organization's goals, and developing an action plan using a specific marketing tool or tools. In this 5-7 page paper, students will analyze the marketing tools that are utilized in the healthcare industry. Students will outline the specific application of a minimum of two marketing tools and provide a detailed analysis for how these tools are used in composing a marketing plan. This analysis should include, but not be limited to discussion of how an organization uses competitive analysis and market research to construct a marketing plan. APA formatting and a minimum of 5 professional references required. References should be less than five years old in order to reflect current information. Paper length does not include the cover sheet, abstract, or reference list.

| <i>Components</i> | <i>% of Grade</i> |
|--|-------------------|
| Style and Mechanics | 15% |
| Competitive Analysis, Market Research, and Target Market | 25% |
| Evaluation of Marketing Strategies, Implementation Factors, and Evaluation Standards | 25% |
| Research and Application of Tools | 15% |
| APA Style (citations, references, and formatting) | 20% |
| TOTAL | 100% |

Customer Loyalty Paper (25% of Final grade)

In any business, gaining customer loyalty is a primary concern. Studies have shown that the costs of gaining new customers are five times that of keeping a loyal customer. Improving the patient experience positively impacts not only patient satisfaction, but also patient outcomes and healthcare system margins. In this 5-7 page paper, students will identify and define the factors that contribute to customer loyalty. Students should include discussion of relationship marketing, a distinction between patient satisfaction and loyalty, and customer relationship management. Paper length does not include the cover sheet, abstract, or reference list. APA formatting and a minimum of 5 references are required. In addition to the paper, students will construct a PowerPoint presentation of their work. This presentation should contain 10-12 slides with speaker's notes and include an audio recording of the student giving the presentation on each slide.

| <i>Components</i> | <i>% of Grade</i> |
|---|-------------------|
| Customer Loyalty | 20% |
| Relationship Marketing | 10% |
| Style and Mechanics | 10% |
| Satisfaction and Loyalty | 10% |
| Customer Relationship Management | 20% |
| Presentation | 20% |
| APA Style (citations, references, and formatting) | 10% |

TOTAL

100%

Mentoring and Succession Planning Paper (25% of Final grade)

Organizations that focus on succession planning are able to prepare future leaders within the organization over time. Identifying those employees who have the potential and desire to move into leadership positions offers the opportunity for leaders to mentor, mold, and train those future leaders. In this 5-7 page paper students will describe the importance of mentoring and succession planning in a healthcare organization. In this discussion, students will outline how promoting from within benefits the organization. A discussion of the barriers in establishing a mentoring program in healthcare organizations must be included. In the discussion of barriers, students should include issues regarding gender, ethnicity, age, and race, and discuss methods for reducing those barriers. Proper APA format including a minimum of five professional references are required. References should be less than five years old in order to reflect current information.

| <i>Components</i> | <i>% of Grade</i> |
|---|-------------------|
| Mentoring and Succession Planning | 40% |
| Barriers to Mentoring and Succession Planning | 40% |
| Style and Mechanics | 10% |
| APA Style (citations, references, and formatting) | 10% |
| TOTAL | 100% |

Essays and Quizzes (25% of Final Grade)

Each week students will write a short (3-5 paragraph) essay on the topic provided in the classroom. Students will have a one-question quiz each week. The quiz is not timed and students may use their text or other materials to research the answer.

Course Policies

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

University Policies

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. City U will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Harassment

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit the [Title IX](#) portal page or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person-to-person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to

cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at the [CityU website](#) under the Policies section or at [CityU in Canada website](#).

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

Support Services

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at mycityusupport@cityu.edu to request a user name and password.

Course Schedule

The Course Schedule is located in the online course shell in the Syllabus, Schedule, and Course Team module.