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HSPM 7330: Healthcare Marketing & Strategic Planning

Linda Kimsey

Georgia Southern University, Jiann-Ping Hsu College of Public Health, lkimsey@georgiasouthern.edu

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Georgia Southern University
Jiann-Ping Hsu College of Public Health

HSPM 7330: Healthcare Marketing & Strategic Planning
Spring 2018

<u>Instructor:</u>	Dr. Linda Kimsey
<u>Office:</u>	Hendricks Hall Room 2008
<u>Phone:</u>	478-2008
<u>E-Mail Address:</u>	lkimsey@georgiasouthern.edu
<u>Office Hours:</u>	Tuesday and Thursday 3:30 to 5:30 pm Wednesday 5:00 to 6:00 pm Other times by appointment
<u>Class Meets:</u>	Tuesdays and Thursdays 2:00 –3:15 PM 9 Jan – 26 Apr 2018 Hendricks Hall 3001

-- Course schedules can be found at: <http://www.collegesource.org/displayinfo/catalink.asp> --

Prerequisites: None.

Catalog Description: This course offers an introduction to strategic planning and marketing in health services organizations. Processes and formats employed in strategic planning and marketing are presented and applied in case studies and a final project. Elements of market assessment, environmental analysis and strategy development are presented and applied to course practices.

Required Textbook: Berkowitz, E. (2017). *Essentials of Health Care Marketing*. (4th Ed.) Jones & Bartlett Learning. ISBN: 978-0763783334

Recommended Text: Paul, R., & Elder, L. (2014). *The miniature guide to critical thinking: Concepts & tools* (7th ed.). Foundation for Critical Thinking: Tomales, CA.

JPHCOPH (College Level) Student Learning Outcomes: At the completion of the M.H.A. degree program all students will be able to understand and apply concepts concerning:

1. Demonstrate proficiency and effectiveness in the communication of core public health principles and practices, both oral and written.
2. Demonstrate proficiency in the integration of the core public health disciplines (Biostats, Epid, Env Health, Hlth Policy/Mgt, & Social/Behav Sc) in practice & research.
3. Demonstrate proficiency in problem solving, critical thinking, and public health leadership.

Health Policy and Management (Departmental Level) Student Learning Outcomes: At the completion of the M.H.A. degree program all students will be able to understand and apply concepts concerning:

- I. Analyze and evaluate the financial management of health organizations including structuring, marketing, and governance.
- II. Evaluate the management of change in health organizations.
- III. Conduct and interpret relevant health administration research using appropriate research designs and analytic techniques.
- IV. Communicate health services administration principles and concepts to lay and professional audiences through both oral and written communication.

Program Competencies: At the completion of the M.H.A. degree program all students will be able to (domains are listed first and competencies under each domain follow; established in Spring, 2015):

I. COMPETENCY DOMAINS

A. Measurement and Analysis

Measurement: Identify information needs, and gather and understand relevant data information in order to define a problem, to assess a situation, or to implement a set of metrics.

Analysis: Organize, manipulate and use information to assess performance, to identify alternative courses of action, to investigate hypotheses, or to accomplish other strategic goals.

B. Communication

Receive and convey information in ways that encourage continued dialogue among stakeholders. Effective communication involves strong written and oral transmission skills, responsive listening, and use of creative strategies for exchanging information.

C. Leadership

Influence others to reach their highest level of effectiveness in achieving common goals, both as individuals and in teams. Establish direction and engage various constituencies to produce a shared vision of the future, motivating and committing them to action, and making them responsible for their performance.

D. Law and Ethics

Establish high ethical standards, create a culture of shared ethical values and legal understanding, and transform those ideals into visions and expected behaviors.

E. Professional Development

Required to excel professionally throughout one's career and to make meaningful contributions to the field.

II. COMPETENCIES BY DOMAINS**Domain 1: Measurement and Analysis****Measurement:**

- A.1 Identify appropriate sources and gather information, effectively and efficiently.
- A.2 Appraise literature and data critically.
- A.3 Develop, understand and use data from performance, surveillance or monitoring systems.

Analysis:

- A.4 Financial analysis: Understand and explain financial statements; prepare and manage budgets; and make sound long-term investment decisions.
- A.5 Statistical analysis: Understand and apply basic statistical methods relevant to public health practice.
- A.6 Policy analysis: Understand the policy-making process and the role of politics; assess a problem and identify and compare potential policy solutions; and understand and critically assess methods to evaluate policy impact.
- A.7 Economic analysis: Use basic microeconomic theory to understand how the incentives of consumers, providers, and payers affect behaviors, costs, and other outcomes; understand and apply basic econometric tools for the empirical study of issues in health economics.
- A.8 Operational analysis: Analyze, design, or improve an organizational process, including the use of quality management, process improvement, marketing and information technology principles and tools.
- A.9 Population health assessment: Understand and apply basic epidemiologic principles, measures, and methods to assess the health status of a population; identify risk factors in individuals and communities; evaluate the impact of population-based interventions and initiatives.
- A.10 Decision Making: Implement a decision-making process that incorporates evidence from a broad analysis that includes uncertainty, risk, stakeholders, and organizational values.

Domain 2: Communication

- B.1 Convey: Speak and write in a clear, logical, and grammatical manner in formal and informal situations; prepare cogent business presentations; facilitate an effective group process.
- B.2 Listen: Receive, process, and respond appropriately to information conveyed by others.

- B.3 Interact: Perceive and respond appropriately to the spoken, unspoken, or partly expressed thoughts, feelings, and concerns of others.

Domain 3: Leadership

- C.1 Organizational Vision: Through effective governance, establish an organization's values, vision, and mission; systematically enhance performance and human material and knowledge resources.
- C.2 Strategic Orientation: Analyze the business, demographic, ethno-cultural, political, and regulatory implications of decisions and develop strategies that continually improve the long-term success and viability of the organization.
- C.3 Accountability: Hold self and others accountable to standards of performance; encourage commitment to the long-term good of the organization.
- C.4 Change Leadership: Energize stakeholders and sustain their commitment to the organization while adapting to changes in the environment.
- C.5 Collaboration: Work collaboratively with others as part of a team or group, demonstrating commitment to the team's goal and encouraging individuals to put forth their best effort.
- C.6 Organizational awareness: Understand and learn from governance structures, formal and informal decision making structures, and power relationships in an organization, industry, or community.

Domain 4: Law and Ethics

- D.1 Use legal reasoning as a tool for analysis, communication, strategy and planning.
- D.2 Behave ethically and promote standards of ethical behavior throughout organizations and professional communities.
- D.3 Develop an understanding of healthcare state and federal legislation as it affects healthcare organizations.

Domain 5: Professional Development

Self-Awareness:

- E.1 Actively seek feedback from others, reflecting and learning from successes and failures.
- E.2 Develop an accurate view of own strengths and developmental needs, including the impact one has on others.

Self-Development:

- E.3 Continuously push self to raise personal standards of performance and exceed expectations.
- E.4 Address knowledge, skills, and other developmental gaps through reflective, self-directed learning, and by trying new approaches.
- E.5 Establish, build, and sustain a career plan for professional development.

Learning Objectives: At the completion of this course the student will be able to:

1. Describe the role of marketing in organizational strategic planning
2. Discuss the function of marketing in operating a business or service
3. Critically analyze how varying marketing theories apply in healthcare
4. Delineate the marketing mix for a healthcare organization
5. Analyze an organization's internal and external environment to assess marketing opportunities and challenges
6. Evaluate organization marketing strategies, taking into account ethical, legal and regulatory constraints
7. Assess potential market research methods for different target markets
8. Develop a marketing plan for a healthcare organization
9. Develop a marketing plan for a social cause

Overview of the Content to be Covered During the Semester:

Week	Topic	Text Readings	Assignment
1 9 Jan 11 Jan	Introduction Meaning of Marketing	Chapter 1	
2 16 Jan 18 Jan	Marketing Strategy Environment of Mktg Strategy	Chapter 2 Chapter 3	
3 23 Jan 25 Jan	Buyer Behavior Marketing Research	Chapter 4 Chapter 5	
4 30 Jan 1 Feb	Market Segmentation Developing Customer Loyalty	Chapter 6 Chapter 7	
5 6 Feb 8 Feb	Quiz 1(Chapters 1-6) Product Strategy	Chapter 8	
6 13 Feb 15 Feb	Price Distribution	Chapter 9 Chapter 10	
7 20 Feb 22 Feb	Promotion Advertising	Chapter 11 Chapter 12	
8 27 Feb 1 Mar	Sales & Sales Management Controlling & Monitoring	Chapter 13 Chapter 14	
9 6 Mar 8 Mar	Quiz 2 Chapters 7-14 Robin Hood Marketing	Ch 1	

Week	Topic	Text Readings	
10 13 Mar 15 Mar	Spring Break Spring Break		
11 20 Mar 22 Mar	Robin Hood Marketing Robin Hood Marketing	Ch. 2-3 Ch. 4-5	
12 27 Mar 29 Mar	Robin Hood Marketing Robin Hood Marketing	Ch. 6-7 Ch. 8-9	
13 3 Apr 5 Apr	Robin Hood Marketing Review	Chapter 10	
14 10 Apr 12 Apr	Quiz 3 (Robin Hood Marketing) Group Work		The last portion of the semester
15 17 Apr 19 Apr	Group Work Group Work		is devoted to work on marketing plans. You will have deadlines to meet during this time to keep
16 24 Apr 26 Apr	Group Work Group Work		you on track and to hopefully ensure a high quality final product. This is not free time.
17 1 May	Group Presentations		

Instructional Methods: Class meetings will be a combination of lecture, class discussion, case studies, small group work, and possibly guest lecturers. Written assignments (marketing plans), participation (in-class case studies, and general participation), exams, and one group debate assignment constitute the basis of student evaluation.

Participation: Participation is an integral part of the learning process. Students will be expected to remain current with the readings, contribute to discussion of the week's topics, have completed the current week's assignments, ask questions, make comments, and agree/disagree with the professor. Two in-class, small group, activities will occur each week - case study analysis. You must come to class prepared (read chapter and other readings for the week before class and do assignments), discuss issues, and review assignments. A rubric for participation can be found in the Folio classroom.

Brief Ad Critique: Each student will select some publicly available representation of an organization (advertisement, mission statement, social media entry, e.g) to present in class. Presentation should be no more than ten minutes. Guidelines will be provided.

Group Project: Each student will be assigned to a team, and each team will develop 1) an organizational strategic marketing plan, and 2) a social cause marketing plan that includes a social media marketing plan.

Samples of your work may be reproduced for search purposes and/or inclusion in the professor's teaching portfolio. You have the right to review anything selected for use, and subsequently ask for its removal.

Exam Schedule and Final Examination:

Final Examination Period: 1 May, 2017 3-5 pm
Three exams will be given throughout the course. Final Presentations will occur during the Final Examination Period.

Student Assessment:

Assessments are linked to learning objectives for this class. Each assessment below is linked to the learning objectives above. Weighting of assignments of grading will be as follows:

Exams (3)	<i>LO 1-6 (Comp: A8, A10, C1, C2, C4)</i>	60%
Group Marketing Plans	<i>LO 7- 9 (Comp: A1-A3, A10, B1, C1,2,4,5)</i>	25%
Ad critique	<i>LO 4-6 (Comp: A8, B1)</i>	10%
Participation	<i>LO 2-3 (Comp: B2-3)</i>	5%

Grading Scale:

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
0-59%	=	F

For calculation of your final grade, all grades above will be included.

Your grades will be posted in Folio. Quizzes and assignments will be graded and returned promptly so that students may accurately calculate their grades at any point in time during the semester.

There are times when extraordinary circumstances occur (e.g., serious illness, death in the family, etc.). In such circumstances, and/or if you need additional time to satisfactorily complete any course requirement, please consult with the professor within a reasonable amount of time.

** Extensions are not guaranteed and will be granted solely at the discretion of the professor.

NO EXTRA CREDIT PROJECTS WILL BE ASSIGNED!

Academic Misconduct:

As a student registered at this University, it is expected that you will adhere to only the strictest standards of conduct. It is recommended that you review the latest edition of the *Student Conduct Code* book, as

well as the latest *Undergraduate & Graduate Catalog* to familiarize yourself with the University's policies in this regard. Your continued enrollment in this course is an implied contract between you and the professor on this issue; from this point forward, it is assumed that you will conduct yourself appropriately.

Academic integrity relates to the appropriate use of intellectual property. The syllabus, lecture notes, and all materials presented and/or distributed during this course are protected by copyright law. Students are authorized to take notes in class, but that authorization extends only to making one set of notes for personal (and no other) use. As such, students are not authorized to sell, license, commercially publish, distribute, transmit, display, or record notes in or from class without the express written permission of the instructor.

Academic Handbook: Students are expected to abide by the Academic Handbook, located at <http://students.georgiasouthern.edu/sta/guide/>. Your failure to comply with any part of this Handbook may be a violation and thus, you may receive an F in the course and/or be referred for disciplinary action.

University Calendar for the Semester:

The University Calendar is located with the semester schedule, and can be found at: <http://www.collegesource.org/displayinfo/catalink.asp>.

Attendance Policy:

Federal regulations require attendance be verified prior to distribution of financial aid allotments. Attendance will be recorded for each class. Chronic attendance problems (missing two or more classes may lead to a reduction in your grade). Attendance is required and students are expected to attend every class.

One Final Note:

The contents of this syllabus are as complete and accurate as possible. The professor reserves the right to make any changes necessary to the syllabus and course material. The professor will make every effort to inform students of changes as they occur. It is the responsibility of the student to know what changes have been made in order to successfully complete the requirements of the course.