

<b>DEREE COLLEGE SYLLABUS FOR:</b>		<b>US CREDITS: 3/0/3</b>								
<b>HM 3115 – HEALTHCARE MARKETING – LEVEL 5</b>		<b>UK CREDITS: 15</b>								
(June 2015)										
<b>PREREQUISITES:</b>	HM 1001 Introduction to Healthcare Management									
<b>CATALOG DESCRIPTION:</b>	Concepts, tools, and issues surrounding global healthcare marketing. Theory and applications. Marketing as a major management tool critical to decision-making in the health services sector.									
<b>RATIONALE:</b>	<p>The healthcare marketing environment is constantly changing and this has implications for both of service providers and service users. Therefore, it is important to get further insights into human behavior in health situations. This module aims to enable students to apply and develop their marketing knowledge within the context of the healthcare sector. The module introduces the nature and process of marketing within the healthcare system and its major participants from an international perspective. The role and influence of social media is examined throughout the module. A broad range of healthcare contexts (private and public) are introduced, while the marketing principles which are relevant or adaptable to this sector are highlighted. This module is designed for students who plan to work as managers of healthcare organizations in any of the three sectors of the economy - private, public or non-profit. It will also be of value to individuals who need to understand and evaluate healthcare service organizations from an external perspective.</p>									
<b>LEARNING OUTCOMES:</b>	<p>As a result of taking this module, the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of the role of marketing as a major management function critical to decision-making in the health services sector.</li> <li>2. Explain the application of basic marketing concepts and the influence of social media to the healthcare context.</li> <li>3. Apply critical thinking to assess healthcare marketing issues and potential outcomes.</li> </ol>									
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>➤ Class lectures</li> <li>➤ Discussion and analysis of cases.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies, and project.</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>									
<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table border="1"> <tr> <td>Group presentation on assigned topic</td> <td><b>30%</b></td> </tr> <tr> <td>Coursework (case-based written assignment) (1,300 – 1,500 words)</td> <td><b>70%</b></td> </tr> </table> <p><b>Formative:</b></p> <table border="1"> <tr> <td>Cases, tests, coursework preparation in class</td> <td><b>0%</b></td> </tr> <tr> <td>Blackboard based case discussion</td> <td><b>0%</b></td> </tr> </table> <p>The formative assessments aims to prepare students for the coursework.</p>		Group presentation on assigned topic	<b>30%</b>	Coursework (case-based written assignment) (1,300 – 1,500 words)	<b>70%</b>	Cases, tests, coursework preparation in class	<b>0%</b>	Blackboard based case discussion	<b>0%</b>
Group presentation on assigned topic	<b>30%</b>									
Coursework (case-based written assignment) (1,300 – 1,500 words)	<b>70%</b>									
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Blackboard based case discussion	<b>0%</b>									

	<p>The coursework tests Learning Outcomes 1 and 3. The group presentation tests Learning Outcome 2.</p> <p>Students are required to resit failed assessments in this module.</p>
<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b></p> <ul style="list-style-type: none"> <li>• Berkowitz, E.N. (2011) Essentials of Health Care Marketing, 3rd edition, Jones &amp; Bartlett Learning.</li> </ul> <p><b>RECOMMENDED READING:</b></p> <ul style="list-style-type: none"> <li>• <b>A. BOOKS</b></li> <li>• Bowling, A. (2009) Research Methods in Health: Investigating health and health services, 3rd edition, Open University Press.</li> <li>• Gronroos, C. (2007) Service Management and Marketing, 3rd edition, Wiley.</li> <li>• Jobber, D. (2010) Principles &amp; Practice of Marketing, 6th edition, McGraw-Hill.</li> <li>• Kotler, P., Shalowitz, J. and Stevens, R.J. (2008) Strategic Marketing for Health Care Organizations: Building a Customer-Driven Health System, Jossey-Bass, Wiley.</li> <li>• Laig, A., Fischbacher, M., Hogg, G. and Smith, A. (2002) Managing &amp; Marketing Health Services, Thomson.</li> <li>• Lovelock, C. and Wirtz, J. (2010) Services Marketing: People, Technology, Strategy, 7th edition, Prentice Hall.</li> <li>• Palmer, A. (2008) Principles of Services Marketing, 5th edition, McGraw-Hill.</li> <li>• Parkin, G. (2006) Digital Marketing: Strategies for online success. New Holland Publishers.</li> <li>• Sargeant, A. (2009) Marketing Management for Nonprofit Organizations, 3rd edition, Oxford University Press.</li> <li>• Sernovitz, A. (2012) Word of Mouth Marketing: How Smart Companies Get People Talking. 2nd ed., Greenleaf.</li> <li>• Straus, J. and Frost, R. (2011) E-Marketing. International edition, Pearson Prentice Hall.</li> <li>• Thomas, R.K. (2010) Marketing Health Services, 2nd edition, AUPHA.</li> <li>• Wright, N.J. and Race, P. (2004) The Management of Service Operations, 2nd edition, Thomson.</li> <li>• Zeithaml, V.A., Bitner, M.J. and Gremler, D.D. (2013) Services Marketing: Integrating Customer Focus Across the Firm, 6th edition, McGraw-Hill.</li> <li>• Journal of Marketing Management (Special Issue, 2011): Value Marketing in the Health Care Industry, Vol. 27 No. 3-4, pp. 199-448.</li> </ul> <p><b>B. ARTICLES</b></p> <ul style="list-style-type: none"> <li>• Minvielle E., Waelli, M., Sicotte, C., Kimberly J. R. (2014). <i>“Managing customization in health care: A framework derived from the services sector literature”</i> Health Policy, 117 (2), 216-227.</li> <li>• Boylston, D. (2007). <i>“Join the Evolution”</i>. Marketing Health Services, 27(1), 34-35.</li> <li>• Hollfelder, J. (2002). <i>“A New Era for Marketing Health Services”</i>. Marketing Health Services, 22(2), 48.</li> </ul>
<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p><b>REQUIRED MATERIAL:</b></p> <p><b>RECOMMENDED MATERIAL:</b></p> <p>Health Marketing Quarterly, Journal of Healthcare Management, International Journal of Pharmaceutical and Healthcare Marketing,</p>

	International Journal of Healthcare Management, Journal of Services Marketing, The Service Industry Journal, Services Marketing Quarterly, Managing Service Quality, Journal of Service Management, European Journal of Marketing, McKinsey Quarterly, Sloan Management Review, Marketing Health Services (American Marketing Association)
<b>COMMUNICATION REQUIREMENTS:</b>	Group presentation using Powerpoint slides using appropriate terminology Individual projects submitted in Word using appropriate terminology.
<b>SOFTWARE REQUIREMENTS:</b>	Blackboard, MS Office, search engines
<b>WWW RESOURCES:</b>	<a href="http://www.cim.co.uk/">www.cim.co.uk/</a> (The Chartered Institute of Marketing) <a href="http://www.ama.org/">www.ama.org/</a> (American Marketing Association) <a href="http://www.statistics.gr">www.statistics.gr</a> (Office for National Statistics – Greece) <a href="http://www.eurostat.eu">www.eurostat.eu</a> (EU Statistical Office) <a href="http://www.oecd.com">www.oecd.com</a> (OECD) <a href="http://www.theacsi.org">http://www.theacsi.org</a> (American Customer Satisfaction Index)
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The Nature of Health Marketing (role, importance, types, developments, challenges)</li> <li>2. The Marketing Environment of Healthcare (healthcare systems, industry structure, major participants)</li> <li>3. Marketing Strategy (competitive strategy, segmentation, targeting and positioning, the health services marketing mix)</li> <li>4. Buyer Behaviour and social networks (decision process and influences, organizational buying)</li> <li>5. Marketing Research in the Healthcare Industry</li> <li>6. Managing Customer Relationships (customer value, relationship marketing, role of social media)</li> <li>7. Managing the Service Offerings (nature of services, service quality, service failure and recovery)</li> <li>8. Service Innovation (developing and branding new offerings, physical evidence)</li> <li>9. Employees' and Customers' Roles in Service Delivery</li> <li>10. Health Service Delivery (marketing channels)</li> <li>11. Integrated Health Service Marketing Communications</li> <li>12. Personal Marketing Communications (word-of-mouth and social media, sales force, direct marketing)</li> <li>13. Pricing of Health Services (managing demand and capacity, pricing strategies)</li> <li>14. Organizing, Implementing, and Controlling Marketing</li> </ol>