



**Summer 2021**  
**6/28/21 to 8/14/21**

**COURSE NUMBER:**

MARK 5370.702, .704, .706 Health Care Marketing in Contemporary Society

**INSTRUCTOR:** Dr. Kerri M. Camp

**REQUIRED TEXT:** Healthcare Marketing—Strategies for Creating Value in the Patient Experience by Wooldridge & Camp (2018) First Edition, Cognella 978-1-5165-1465-1425-0 (used textbook acceptable)

Healthcare Marketing—Strategies for Creating Value in the Patient Experience is published and distributed by Cognella, Inc. When you purchase directly from Cognella, you will receive the lowest price, as well as immediate access to your materials so you can start reading and studying right away: <https://store.cognella.com/81907-1B-NI-001> If you need any help with ordering from Cognella, feel free to email [orders@cognella.com](mailto:orders@cognella.com) or call (800) 200-3908 x503.

Note: If you order from the UT Tyler Bookstore it will be a binder-ready book 978-1-5165-1427-4

**REQUIRED EQUIPMENT:** Our class discussions will require a web camera with a microphone. If you do not have a web camera built into your laptop, desktop, or tablet you will need to purchase an inexpensive one. I found one on Amazon for \$9.99 [Amazon Web Camera](#).

**COURSE DESCRIPTION:** A review and analysis of current trends in the healthcare field with a focus on managed care and the implication for business and marketing practitioners.

**PREREQUISITE:** none

**COURSE LEARNING OBJECTIVES (CLO):**

Some of the specific knowledge you should learn in this course is listed below. Critical analyses of marketing information will help you not only in your professional careers, but it should also help you as you apply these concepts in your personal lives to help you be a better health care consumer.

1. Analyze and describe healthcare marketing strategies
2. Evaluate appropriate marketing strategies for healthcare organizations
3. Appraise and differentiate between various approaches to solving marketing problems
4. Evaluate ethical marketing problems
5. Create an infographic about a healthcare topic.

**CLASS MEETING:** Asynchronous online class format, video discussions, assignments, and knowledge checks will have required due dates.

**TEACHING METHOD:** video lecture, course materials, Flipgrid video discussions, and assignments

**OFFICE & TELEPHONE NUMBER:** COB 350.33, 903.565.5660 [kcamp@uttyler.edu](mailto:kcamp@uttyler.edu)

**OFFICE HOURS:** I am available to meet in my office, Zoom video conferencing, or telephone. I welcome you to contact me at any time if you have any questions. We have all needed help with something at some point in our lives. If you find yourself not understanding the assigned readings, lectures, assignments, knowledge checks, or the grading feedback, please reach out to me to let me know how I can help you learn better in this course. I respond to all emails within 24 hours during the week (but usually within a few hours), and I respond to emails received during the weekend as well because I know many of you use the weekends for your coursework.

### COURSE SCHEDULE

Module	Dates	Topics	Chapters/Knowledge Checks/Assignments
1	6/28-7/4	Getting Started 7P's of Creating Value	<i>Video lecture</i> Personal Introduction <i>Video lecture</i> Chapter 1 – 7P's of Healthcare Organizations <b>Flipgrid 1 video discussion is due by 11:59 p.m. CST Sunday, July 4th</b>
2	7/5-7/11	Paradigm Shift	<i>Video lecture</i> Chapter 2 – Healthcare Paradigm Shift <b>Flipgrid 2 video discussion is due by 11:59 p.m. CST Sunday, July 11th</b>
3	7/12-7/18	Competitive Environment	<i>Video lecture</i> Chapter 3—Understanding the Competitive Environment <b>Flipgrid 3 video discussion is due by 11:59 p.m. CST Sunday, July 12<sup>st</sup></b> <b>Knowledge Check (Chapters 1, 2, and 3) due by 11:59 pm CST Sunday, July 18th</b>
4	7/19-7/25	Healthcare Marketing Strategy Knowledge Comprehension	<i>Video lecture</i> Chapter 4—Strategic Healthcare Marketing <b>Healthcare Infographic due by 11:59 pm CST Sunday, July 25th (upload to Canvas using Assignment link)</b>
5	7/26-8/1	Listening Caregivers Creating Value	<i>Video lecture</i> Chapter 5—Creating Value By Listening <i>Video lecture</i> Chapter 6—How Caregivers Create Value <b>Knowledge Check (Chapters 4, 5, and 6) due by 11:59 pm CST Sunday, August 1st</b>
6	8/2-8/8	Patient-Centered	<i>Video lecture</i> Chapter 7—Being Patient-Centered-A Key for Success <b>Reflection Assignment due by 11:59 pm CST Sunday, August 8 (upload to Canvas using Assignment link)</b>
7	8/9-8/14	Health Care Ethics Knowledge Comprehension	<i>Video lecture</i> Chapter 8—Ethics and Healthcare Marketing <b>Knowledge Check (Chapters 7 and 8) due by 11:59 pm CST SATURDAY, August 14th</b> <b>NOTE: SHORT week due to AP schedule.</b>

## EVALUATION:

Knowledge Check 1 (Chapters 1, 2, & 3)	100
Knowledge Check 2 (Chapters 4, 5, & 6)	100
Knowledge Check 3 (Chapters 7 & 8)	100
3 Flipgrid Assignments (25 points each)	75
Reflection Assignment	50
Healthcare Infographic	<u>50</u>
Total Possible Points	475

A= 425-475 points (89.5%-100%), B= 377-424 points (79.4%-89.3%),

C= 376-330 points (69.5%-79.2%), D= 282-329 points (59.4%-69.3%), F= 0-281 points (0%-59.2%)

\*Please note that I already use rounding to determine the final course grade, so no additional points will be added.

### Knowledge Checks:

Knowledge Checks are necessary to assess your mastery of core marketing concepts. The three Knowledge Checks will consist of 20 multiple choice questions. You will have 30 minutes to complete each of them. The Knowledge Checks are open book/open notes, but it is necessary that you understand the content prior to completing the Knowledge Check because *you will not have sufficient time to look up all the answers*. Copying any questions/answers on a Knowledge Check or discussing any questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions. You will have unlimited attempts to complete each Knowledge Check and only the highest score will be included in your final course grade.

**Flipgrid Assignments:** Throughout the course you will be required to contribute to three Flipgrid assignments (each worth 25 points). You will be randomly assigned to a Flipgrid Discussion Group and your posts and comments must be posted in your assigned group. For each Flipgrid assignment, you need to submit one response to my Flipgrid prompt (2:30-3:00 minutes in length) and reply to two other students' responses of your choosing (1:00-1:30 seconds in length). You are welcome to reply to more than two videos if you are so inclined, although this will not add any extra points to your score. You can record your video as many times as you need until you are satisfied with the recording before you submit it. Casual dress is acceptable, however be sure to look directly into the camera, use adequate lighting and volume, and make a good overall impression. I recommend that you do not read from a script, but if you do, make sure it is not apparent that you are doing so. Please review the **Flipgrid Assignment Grading Rubric** prior to creating and uploading your video to make sure you meet all the required criteria. In today's business environment it is extremely important to develop your virtual communication skills, so hopefully these videos will help you develop professionally. Remember to share any professional or personal experiences and examples that could enhance the quality of your interactions with other students. Follow the instructions for each Flipgrid assignment. It is recommended to submit your original post early in the week to allow adequate time for students to respond.

**Reflection Assignment:** This assignment gives you the opportunity to demonstrate what you have learned about key learning objectives in this course. I enjoy reading your reflections as they provide strong evidence of not only what you have learned but also how you have been able to

apply it with real-world examples. For this assignment, you will be asked to *use your own words* to answer a few questions about important concepts in this course. In particular, it will be important for you to not merely recite theory that is in the textbook or available online, but rather explain in your own words what the concept means and then demonstrate your synthesis of knowledge by providing applicable examples. The plagiarism software Unicheck will be used to ensure that you are explaining what you have learned using your own thoughts and words. Please review the **Reflection Assignment Grading Rubric** prior to submission.

**Healthcare Infographic:** Creativity is important in marketing. Oftentimes complex information needs to be shared in a clear, precise, and compelling manner. Infographics are a useful form to present data and information to consumers. You will create an infographic on a topic of your choice for a healthcare organization. Organizational branding should be included within your infographic. You will use the free software Canva to create your infographic. Infographic examples will be provided to the class.

**NOTE:** Plagiarism will not be permitted. Depending upon the severity, plagiarism violations may result in the failure of the course and/or submission of an academic integrity violation to the university.

**Acceptance of Late Work:**

Unfortunately, illnesses, death in the family, or other unexpected events are part of life and work. I also realize that many of you are still facing challenges related to COVID-19. If your circumstances interfere with your ability to complete my course on time, please reach out to me and we can discuss the extending due dates when appropriate rather than you needing to drop the course.



**University Policies**

<http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf>

**UT Tyler Honor Code**

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

**Students Rights and Responsibilities**

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

**Campus Carry**

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and

keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

### **UT Tyler a Tobacco-Free University**

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.

Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.

There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit [www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free)

### **Grade Replacement/Forgiveness and Census Date Policies**

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

## **State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

## **Disability/Accessibility Services**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices> , the SAR office located in the University Center, # 3150 or call 903.566.7079

## **Student Absence due to Religious Observance**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

## **Student Absence for University-Sponsored Events and Activities**

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

## **Social Security and FERPA Statement**

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

## **Emergency Exits and Evacuation**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

## **Student Standards of Academic Conduct**

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

- i. "Cheating" includes, but is not limited to:
  - copying from another student's test paper;
  - using, during a test, materials not authorized by the person giving the test;
  - failure to comply with instructions given by the person administering the test;
  - possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
  - using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
  - collaborating with or seeking aid from another student during a test or other assignment without authority;
  - discussing the contents of an examination with another student who will take the examination;
  - divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
  - substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
  - paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
  - falsifying research data, laboratory reports, and/or other academic work offered for credit;

- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
  - misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially
- ii. “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.
  - iii. “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
  - iv. All written work that is submitted will be subject to review by Unicheck, available on Canvas.

### **UT Tyler Resources for Students**

- [UT Tyler Writing Center](mailto:writingcenter@uttyler.edu) (903.565.5995), [writingcenter@uttyler.edu](mailto:writingcenter@uttyler.edu)
- [UT Tyler Tutoring Center](mailto:tutoring@uttyler.edu) (903.565.5964), [tutoring@uttyler.edu](mailto:tutoring@uttyler.edu)
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- [UT Tyler Counseling Center](tel:903.566.7254) (903.566.7254)