



SYLLABUS – SUMMER 2023

COURSE NUMBER MARK 5320.501
COURSE TITLE Advanced Marketing Fundamentals
INSTRUCTOR **Kerri M. Camp, PhD, Professor of Marketing**
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OFFICE HOURS By Appointment
CLASS MEETINGS Ref. EMBA Cohort Schedule

I. COURSE OVERVIEW

This course covers all aspects of marketing with specific emphasis on the healthcare industry. Marketing strategies including value propositions, competitive analysis, creation of infographics, and development of a marketing plan for a healthcare organization are included. The course utilizes a simulation and case studies to supplement course lectures.

II. CATALOG DESCRIPTION

x. An analysis of contemporary problems in marketing with emphasis on dynamic market characteristics

III. REQUIRED TEXT

Harvard Business Publishing Simulation and Cases

IV. STUDENT LEARNING OUTCOMES

- Evaluate ethical marketing problems within the healthcare environment
- Create an infographic for a healthcare organization
- Analyze and describe marketing strategies for healthcare organizations
- Create a marketing plan for a healthcare organization
- Develop effective communication skills

V. SOULES COLLEGE OF BUSINESS CORE VALUES

Professional Proficiency
Technological Competence
Global Awareness

Social Responsibility
Ethical Courage



VI. GRADING POLICY

Grade Distribution	
Class Engagement	100
Research Article Presentation	50
Infographic Assignment	50
Harvard Business Publishing Case Presentation	50
Marketing Plan Presentation	50
Total Points	300

Final Grades		
A	=	90% +
B	=	80% - 89%
C	=	70% - 79%
D	=	60% - 69%
F	=	<60%

I. ATTENDANCE/WEEKEND MAKE-UP POLICY

The Executive MBA Healthcare Management program is a face-to-face weekend cohort model. It is expected that executive students are present face-to-face in COB 321 on the outlined weekends. In some cases, extenuating circumstances may warrant special accommodations to be made between the student and faculty member. Students are expected to contact and receive prior approval from the faculty member. Please refer to the specific course policy on attendance as outlined below.

When prior approval is given to miss class, live Zoom will be used to accommodate special circumstances. Otherwise, it is the student’s responsibility to make up any missed in class activities.

II. CONTENT

Course lecture PowerPoint slides will be posted to Canvas. Case studies will be assigned and distributed to the appropriate teams. Readings will be posted to Canvas related to the content that week.

- Research Article Rubric
- Infographic Assignment Rubric
- Harvard Business Publishing Case Presentation Rubric
- Marketing Plan Presentation Rubric

We all come to our discussions with differing experiences and viewpoints, which means that we have much to learn from each other. In order to get the most out of this opportunity, it is important that we do not shy away from our differences. Rather, we should show respect for our differences by seeking to understand, asking questions, clarifying our understanding, and/or respectfully explaining our own perspective. This way, everybody comes away with a new way of seeing the issue and respecting others with different values or beliefs. If someone says something that bothers you for any reason, assume that your peer did not mean to be offensive, and ask your peer to clarify what he or she meant, and then explain the impact it had on you. If your peers tell you something you said bothered them, assume that they are not attacking you, but rather that they are sharing something that might be important for you to know.



Class Engagement – In this course we will discuss case examples and research articles about marketing issues critical for healthcare organizations. Your active participation in these discussions will be an important part of the learning process which is important for you to be able to apply course concepts to actual organizational challenges. During each class there will be engagement activities where you will work with your colleagues on specific exercises related to the topics covered in class. You are expected to actively participate and contribute to all class discussions and activities.

Research Article Presentation – This individual assignment will enhance your critical and analytical thinking skills by identifying a research article that addresses a topic covered in the course which will require a synthesis of the information. It will also improve your oral communication skills when you present a summary of the research article with practical applications. Prepare your presentation as if you were asked by a c-suite executive within a healthcare organization to research an issue. You will sign up for only one specific date and topic. You will need to check with your colleagues to make sure no other student is presenting the same research article. Your research article presentation will be 5-7 minutes in length. Feedback from the instructor and your peers will be provided to help you better understand your communication strengths and to identify possible areas in which you could improve upon your presentation skills.

Infographic Assignment – Creativity is important in marketing. Oftentimes complex information and data need to be shared in a clear, precise, and compelling manner. Infographics are a useful form to present data and information to consumers. For this individual assignment you will create an infographic on a topic of your choice for a healthcare organization. Organizational branding should be included with your infographic. Infographic examples and the use of Canva for Education will be provided for you to use. The infographic will be shared in class to give you the opportunity to explain what you created and why you chose that specific content.

Harvard Business Publishing Case Presentation – You will be assigned a partner and a case that you will use to complete this assignment. You will analyze the case, present the key points of the case to the class, and lead a class discussion about the case. The case presentation and discussion should last approximately 20-30 minutes.

Marketing Plan Presentation – A marketing plan provides a roadmap for the organization for all marketing activities. You will select a partner and the two of you will select a healthcare organization and a specific initiative that will be the focus of the marketing plan. You will work with your partner throughout the course to develop a marketing plan. Your team will present your marketing plan via PowerPoint (or other comparable presentation software) to the class. Your presentation should be 15-20 minutes in length.



III. CALENDAR

Week	Content	Readings	Due
1	No MARK 5320		NONE
2	All weekend Course Introduction Value Proposition Competitive Environment Positioning Marketing Strategy	Course Syllabus Week 2 Marketing Simulation Instructions Canvas Week 2 Readings	Marketing Simulation Saturday
3	Fri/Sat morning HCAPS Patient Experience Effective Communication	Harvard Case 1 Canvas Week 3 Readings	Harvard Case #1 due Friday Research Article Presentations due Saturday
4	Sat 10-4 Marketing Plans Infographics Creativity	Harvard Case 2 Canvas Week 4 Readings	Harvard Case #2 due
5	No MARK 5320		NONE
6	All weekend Creating Value By Listening Patient Acquisition & Retention Brand Management	Harvard Cases 3 & 4 Canvas Week 6 Readings	Harvard Case #3 due Friday Harvard Case #4 due Saturday Infographics due Saturday
7	Fri/Sat morning Marketing Ethics Marketing Plans	Canvas Week 7 Readings	Marketing Plans due Saturday



IV. COHORT WEEKENDS SUMMER 2023

- MARK 5320 Advanced Marketing Fundamentals
- FINA 5320 Advanced Financial Management

Cohort Meeting Dates

- W1 May 12-13 **Fri 5pm-Sat 4pm FINA 5320**
- W2 May 19-20 **Fri 5pm-Sat 4pm MARK 5320**
- W3 June 2-3 **Fri 5pm-Sat 10am MARK 5320; Sat 10am-4pm FINA 5320**
- W4 June 9-10 **Fri 5pm-Sat 10am FINA 5320; Sat 10am-4pm MARK 5320**
- W5 June 23-24 **Fri 5pm-Sat 4pm FINA 5320**
- W6 July 7-8 **Fri 5pm-Sat 4pm MARK 5320**
- W7 July 14-15 **Fri 5pm-Sat 10am MARK 5320; Sat 10am-4pm FINA 5320**

V. UNIVERSITY POLICIES

[HTTPS://WWW.UTTYLER.EDU/ACADEMIC-AFFAIRS/FILES/SYLLABUS_INFORMATION_2021.PDF](https://www.uttyler.edu/academic-affairs/files/syllabus_information_2021.pdf)