



Summer 2023
6/26/23 to 8/12/23

COURSE NUMBER:

MARK 5370.702, .704, and .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 or call (800) 200-3908 x503.

Note: You may also order from the UT Tyler Bookstore but 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, Canvas video discussions, and assignments

OFFICE & TELEPHONE NUMBER: COB 350.33, 903.565.5660 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	6/26-7/2	Getting Started 7P's of Creating Value	<i>Watch Video lecture</i> Personal Introduction <i>Read</i> Chapter 1 – 7P's of Healthcare Organizations <i>Watch Video lecture</i> Chapter 1 – 7P's of Healthcare Organizations Review Syllabus, course layout and navigation including Canvas video discussion groups and university syllabus module (nothing due this week because students sometimes add the course late)
2	7/3-7/9	Paradigm Shift	<i>Read</i> Chapter 2 – Healthcare Paradigm Shift <i>Watch Video lecture</i> Chapter 2 – Healthcare Paradigm Shift Submit Video Discussion #1 original post and responses by 11:59 p.m. CST Sunday, July 9th
3	7/10-7/16	Competitive Environment Knowledge Comprehension	<i>Read</i> Chapter 3—Understanding the Competitive Environment <i>Watch Video lecture</i> Chapter 3—Understanding the Competitive Environment Submit Video Discussion #2 original post and responses by 11:59 p.m. CST Sunday, July 16th Complete Knowledge Check 1 (Chapters 1, 2, and 3) by 11:59 pm CST Sunday, July 16th
4	7/17-7/23	Healthcare Marketing Strategy Infographics	<i>Read</i> Chapter 4—Strategic Healthcare Marketing <i>Watch Video lecture</i> Chapter 4—Strategic Healthcare Marketing Submit Healthcare Infographic due by 11:59 pm CST Sunday, July 23rd (save as pdf and upload to Canvas using Assignment link, not a link to Canva)
5	7/24-7/30	Listening Caregivers Creating Value	<i>Read</i> Chapter 5—Creating Value By Listening <i>Read</i> Chapter 6—How Caregivers Create Value <i>Watch Video lecture</i> Chapter 5—Creating Value By Listening <i>Watch Video lecture</i> Chapter 6—How Caregivers Create Value Submit Video Discussion #3 original post and responses by 11:59 p.m. CST Sunday, July 30th
6	7/31-8/6	Patient-Centered Knowledge Comprehension	<i>Watch Video lecture</i> Chapter 7—Being Patient-Centered-A Key for Success Complete Knowledge Check #2 (Chapters 4, 5, and 6) due by 11:59 pm CST Sunday, August 6th
7	8/7-8/12	Health Care Ethics Knowledge Comprehension	<i>Video lecture</i> Chapter 8—Ethics and Healthcare Marketing Complete Knowledge Check #3 (Chapters 7 and 8) by 11:59 pm CST SATURDAY, August 12th NOTE: SHORT week due to AP schedule.

EVALUATION:

Knowledge Check 1 (Chapters 1, 2, & 3)	100
Knowledge Check 2 (Chapters 4, 5, & 6)	100
Knowledge Check 3 (Chapters 7 & 8)	100
Video Discussion #1	25
Video Discussion #2	25
Video Discussion #3	25
Healthcare Infographic	<u>100</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.

Video Discussions: Throughout the course you will be required to contribute to three video discussions (each worth 25 points). You will be randomly assigned to a Discussion Group (found in the People tab) and your posts and comments must be posted in your assigned group. You will access the discussions using the Assignment link within Canvas. Be sure to post in your correct discussion group. For each video discussion, you need to submit one video response to my discussion prompt (2:30-3:00 minutes in length) and video 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 **Video Discussion 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 video discussions will help you develop your professional virtual presentation skills. 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 video discussion assignment. It is recommended to submit your original post early in the week to allow adequate time for students to respond.

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. Infographics differ from promotional flyers in that the emphasis is on presenting data in an easy-to-read format with the use of charts, graphs, and images rather than a promotional flyer that merely promotes an organization or issue. You will

create an infographic on a topic of your choice for a healthcare organization. Organizational branding should be included within your infographic. You are required to use the free software Canva to create your infographic located in the left navigation screen of the Canvas course. You will save your infographic as a pdf and then upload it to Canvas (do not upload a link to your file in Canva). Infographic examples will be provided to the class within the module. Plagiarism of other existing infographics will result in a zero for the assignment and other possible disciplinary actions. However, it is suggested that you use the infographics templates provided by Canva and then change the one you select to meet your infographic topic and healthcare organization branding.

Acceptance of Late Work:

Unfortunately, illnesses, death in the family, or other unexpected events are part of life and work. 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.

UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus

For all other university syllabus policies, please refer to the Syllabus module in Canvas.