



HPEM 6360: Healthcare Marketing and Strategic Planning

Credit Hours: 3 **Semester:** Spring | **Year:** 2026 **Class Days/Times:** Online | **Class Location:** Online - Canvas

Course Description

This course offers an introduction to strategic planning and healthcare marketing in health service organizations. Processes and formats employed in strategic planning and marketing are presented and applied to course practices. Elements of market assessment, environmental analysis, and strategy development are presented and applied to course practices.

Student Learning Outcomes (SLOs)

By the end of this course, students will be able to:

- 1 Describe the primary elements and methodologies of strategy and strategic management. (Leadership)
- 2 Analyze the external healthcare and internal organizational environment. (Measurement and Analysis)
- 3 Understand directional strategies and their importance in strategic planning for a health care organization. (Leadership)
- 4 Understand how to develop an Action Plan as it relates to the strategic planning process for a health care organization. (Communication)
- 5 Describe the role of marketing in a healthcare organization and how marketing plans should support and align with the organization's strategic plan. (Communication)
- 6 Define the steps of the marketing process used to develop a marketing plan for a healthcare organization utilizing the process of marketing planning, marketing research, and marketing data. (Measurement and Analysis)

Textbook(s)

Ginter, P., Duncan, W., & Swayne, L., (2018). *Strategic Management of Healthcare Organizations.* (8th ed.). John Wiley and Sons. ISBN: 978-1119349709

Thomas, R., (2020). *Marketing Health Services.* (4th ed.). Health Administration Press. ISBN: 978-1640551131

Instructional Methods

Readings Students are expected to complete all weekly assigned readings. Beyond the assigned readings, students will be required to use various sources of information (e.g., print and online books, newspapers, peer-reviewed journal articles, relevant professional organization's websites, government websites and legal documents) in order to address the topics covered each week.

Module PowerPoint Slides PowerPoint slides will be provided to provide guidance on the material that students should pay closer attention to.

Multi-media Resources Videos, podcasts and websites will be assigned for review to provide the most current and relevant sources of information from the field.

Course Assessment/Methods of Evaluation

Assessment/Evaluation	Description
Strategic Marketing Plan	Students will develop a comprehensive strategic marketing plan for a healthcare organization, applying concepts from both strategic management and marketing.
Module Assignments	A series of assignments will require students to apply specific frameworks and analytical tools to case studies and real-world scenarios.
Weekly Engagement	Engagement includes module quizzes to assess understanding of key concepts and participation in online discussions and activities.
Final Exam	A comprehensive, closed-book final exam will assess the student's overall understanding of the course material.

Grading rubrics for all assessments will be provided in Canvas. Please read them carefully.

Assignments and Points

Assignments	% Final Grade
Strategic Marketing Plan	40%
Final Exam	30%
Module Assignments	15%

Assignments	% Final Grade
Module Quizzes	10%
Online Participation	5%
Total	100%

Course Policies

Attendance

Students are encouraged to attend virtual online synchronous sessions. Final Grade credit is given for Attendance.

Participation

Online Participation: This is an on-line course, and instructors will utilize Canvas for class learning. Students are expected to log into Canvas regularly to access course information, complete all module materials, required assignments, and actively participate in discussion posts. Final Grade credit is given for Attendance / Participation.

Late Submissions – Assignments and Discussion Posts

For each day the assignment is late, 5% will be deducted from the total score. Late assignments will not be accepted after 5 days. No assignments will be accepted after Module 13, Friday, April 17 at 5pm. The instructor has the discretion to alter this policy in the event of an emergency or illness if the student notifies the instructor in a timely manner. In this event, documentation may be required.

Academic Honesty

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is 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.

Dishonesty of any kind involving examinations, assignments, alteration of records, wrongful possession of examinations, and unpermitted submission of duplicate papers for multiple classes or unauthorized use of keys to examinations is considered cheating. Cheating includes but is not limited to:

- Using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class.
- Falsifying or inventing any information, including citations, on an assigned exercise.
- Helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism

Plagiarism presents the words or ideas of another person as if they were your own. Materials, even ideas, borrowed from others necessitate full and complete acknowledgment of the original authors. Offering the work of another as one's own is plagiarism and is unacceptable in the academic community. A lack of adequate recognition constitutes plagiarism, whether it utilizes a few sentences, whole paragraphs, articles, books, audio-visual materials, the writing of a fellow student or the utilization of artificial intelligence to produce academic work. In addition, the presentation of material gathered, assembled or formatted by others as one's own is also plagiarism. Because the university takes such misconduct very seriously, the student is urged to carefully read university policies on Misconduct in Research and Other Scholarly Activity 05.00.

Adding/Dropping

The official deadline for adding and dropping courses is as published in the academic calendar and Graduate Bulletin (typically the day before Census Day). However, students are strongly encouraged to meet with their graduate advisor or the Program Coordinator prior to adding/dropping courses. Movement into and out of classes after the 4th class day requires approval of the Program Director. Students can drop until mid-semester without a WP or WF. Drops after mid-semester require approval of the Dean. Each student is responsible for their own enrollment status with the university.

Disability Accommodations

UTHSCT abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, which mandate reasonable accommodations be provided for students with documented disabilities. If you have a disability and may require some type of instructional and/or examination accommodations, please contact me early in the semester so that I can provide or facilitate provision of accommodations you may need. If you have not already done so, you will need to register with the Student Services Office (located on the UT Tyler Campus). You may call 903-566-7079 for more information.

AI Use

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible

for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

Students can use AI platforms to help prepare for assignments and projects. You can use AI tools to revise and edit your work (e.g., identify flaws in reasoning, spot confusing or underdeveloped paragraphs, or correct citations). When submitting work, students must identify any writing, text, or media generated by AI. In this course, sections of assignments generated by AI should appear in a different colored font, and the relationship between those sections and student contributions should be discussed in a cover letter that accompanies the assignment when submitted.

The instructor retains the right to modify this syllabus.

Course Calendar

Module	Date	Topic / Assignments	Reading
1	Jan 12	Course Introduction; The Nature of Strategic Planning <ul style="list-style-type: none">• DO: Zoom Call 1 - Thursday, 1/15 @ 6pm• DO: Module 1 Quiz	Ginter 1
2	Jan 19	MLK Holiday (Jan 19); External Analysis <ul style="list-style-type: none">• DO: Module 2 Quiz• DO: Discussion Post 1	Ginter 2
3	Jan 26	Service Area Competitor Analysis <ul style="list-style-type: none">• DO: Module 3 Quiz• DO: Module Assignment 1	Ginter 3
4	Feb 2	Internal Analysis and Competitive Advantage <ul style="list-style-type: none">• DO: Module 4 Quiz	Ginter 4
5	Feb 9	Directional Strategies <ul style="list-style-type: none">• DO: Module 5 Quiz• DO: Discussion Post 2	Ginter 5
6	Feb 16	Identifying Strategic Alternatives <ul style="list-style-type: none">• DO: Module 6 Quiz• DO: Module Assignment 2	Ginter 6
7	Feb 23	Evaluation of Alternatives and Strategic Choice <ul style="list-style-type: none">• DO: Module 7 Quiz	Ginter 7
8	Mar 2	Value-Adding Strategies (Service & Support) <ul style="list-style-type: none">• DO: Optional Zoom Call 2 - Thursday, 3/5 @ 12pm• DO: Module 8 Quiz	Ginter 8, 9

Module	Date	Topic / Assignments	Reading
-	Mar 9	Spring Break – Enjoy Your Break	-
9	Mar 16	Communicating Strategy & Developing Action Plans • DO: Module 9 Quiz • DO: Discussion Post 3	Ginter 10
10	Mar 23	Healthcare Marketing – History and Concepts • DO: Module 10 Quiz	Thomas 1-3
11	Mar 30	Markets and Products • DO: Module 11 Quiz • DO: Module Assignment 3	Thomas 4-7
12	Apr 6	Marketing Techniques - Part 1 • DO: Module 12 Quiz	Thomas 8-10
13	Apr 13	Marketing Techniques – Part 2 • DO: Zoom Call 3 - Thursday, 4/16 @ 12pm • DO: Module 13 Quiz • DO: Submit Strategic Marketing Plan	Thomas 11-13
14	Apr 20	The Marketing Endeavor / Future of Marketing • DO: Module 14 Quiz • DO: Discussion Post 4	Thomas 14-18
15	Apr 27	Final Exam Week • DO: Final Exam (Apr 27 - May 1)	-
-	May 2	End of Semester	-