



## SYLLABUS – SUMMER 2025

<b>COURSE NUMBER</b>	MARK 5320.501
<b>COURSE TITLE</b>	Advanced Marketing Fundamentals
<b>INSTRUCTOR</b>	Jeff Stewart
<b>EMAIL</b>	<a href="mailto:jeffreystewart@uttyler.edu">jeffreystewart@uttyler.edu</a>
<b>PHONE</b>	513.378.5101
<b>OFFICE HOURS</b>	By Appointment
<b>CLASS MEETINGS</b>	Ref. EMBA Cohort Schedule

### I. COURSE OVERVIEW

This course introduces students to the principles and practices of strategic marketing in healthcare organizations. Emphasizing a hands-on, problem-solving approach, the course explores the role of marketing in advancing organizational objectives, engaging healthcare consumers, and responding to market dynamics. Topics include healthcare consumer behavior, market analysis, traditional and contemporary marketing strategies, and marketing planning. Students will apply these concepts through case studies and the development of a comprehensive marketing plan for a healthcare organization. The course prepares students to align marketing efforts with strategic goals, improve communication effectiveness, and leverage data to drive decision-making.

### II. CATALOG DESCRIPTION

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

### III. REQUIRED TEXT

Thomas, R. K. (2024). *Marketing Health Services*. Health Administration Press; Association of University Programs in Health Administration.

### IV. STUDENT LEARNING OUTCOMES

- Understand and analyze the strategic role of marketing in healthcare organizations
- Evaluate consumer behavior and market dynamics to plan marketing initiatives
- Design integrated marketing strategies using traditional and digital tactics
- Use data-driven marketing research to inform healthcare management decision-making
- Create a comprehensive marketing plan for a healthcare organization, aligned with organizational goals

### V. SOULES COLLEGE OF BUSINESS MISSION/CORE VALUES

#### Mission



The Soules College of Business pursues excellence in business education by engaging our learners, faculty, industry, and community members. We cultivate and deliver innovative undergraduate and graduate programs to foster the success of our learners and stimulate impactful faculty research. We prepare the next generation of leaders and professionals to pursue career opportunities in East Texas and beyond.

### Core Values

We value the role that business plays in recognizing, responding to, and solving societal problems: quality education, gender equality, decent work and economic growth, reduced inequality, and industry, innovation and infrastructure.

We value existing and emerging industry standards and needs that make our learners competitive in the marketplace.

We hold ourselves to the highest ethical standards and responsibly manage the resources of the Soules College of Business.

We respect and value diversity in ideas, peoples, and cultures.

### VI. GRADING POLICY

Grade Distribution	
Assignments	120
Weekly Engagements	100
Final Presentation	100
Total	320

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

### VII. 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:

Students who miss class, even with approved accommodations, are responsible for coordinating with the professor to complete substitute assignments in a timely manner to maintain engagement credit.

### VIII. GRADE ITEM DETAILS

**Assignments:** Each week, there is an assignment that is due prior to start of the course. The details of those assignments, including details on deliverables are provided in Canvas.

**Weekly Engagement:** Successful completion of this course depends on and understanding of the learning objectives requires meaningful engagement with the material through multiple forms of class discussion



and in-class exercises. Each week, there is a weekly engagement grade that evaluates your participation that week.

**Final Presentation:** The final deliverable in this class is a marketing plan and presentation that requires synthesizing all elements of the course for an assigned healthcare marketing challenge. Full details available in Canvas.

## IX. CALENDAR

Week	Content	Textbook Readings*	Assignments Due
1	Concepts of Marketing and History of Marketing in Healthcare	Chapters 1, 2, 3 & 4	<ul style="list-style-type: none"><li>• Evolution of Marketing &amp; Application to Healthcare Written Assignment</li><li>• Weekly Engagement</li></ul>
2	Understanding Healthcare Markets and Consumers	Chapters 5, 6, 7, 8, 9	<ul style="list-style-type: none"><li>• Patient-Centered Care and Healthcare Consumerism</li><li>• Weekly Engagement</li></ul>
3	Strategy, Planning and Branding in Healthcare Marketing	Chapters 10, 11, 12	<ul style="list-style-type: none"><li>• SWOT Analysis (Written &amp; Presentation)</li><li>• Weekly Engagement</li></ul>
4	Marketing Execution Across Channels and Audiences	Chapters 13, 14, 15	<ul style="list-style-type: none"><li>• Integrated Marketing Plan (Written &amp; Presentation)</li><li>• Weekly Engagement</li></ul>
5	Managing, Planning, and Measuring Marketing Performance	Chapters 16, 17, 18, 19	<ul style="list-style-type: none"><li>• Bringing it All Together</li><li>• Weekly Engagement</li></ul>
6	Final presentations	Chapter 20	<ul style="list-style-type: none"><li>• Future Trend In-Class Presentation</li><li>• Final Presentation</li></ul>

*\*Additional readings may be assigned in canvas each week*



X. COHORT WEEKENDS

May 2024						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June 2024						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July 2024						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

XI. UNIVERSITY POLICIES

[Student Resources](#)