



SYLLABUS – SUMMER 2025

COURSE NUMBER	MARK 5320.501
COURSE TITLE	Advanced Marketing Fundamentals
INSTRUCTOR	Jeff Stewart
EMAIL	jeffreystewart@uttyler.edu
PHONE	XXXXXXXXXX
OFFICE HOURS	By Appointment
CLASS MEETINGS	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](#)

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. **CALENDAR**

Week	Content	Textbook Readings*	Assignments Due
1	Concepts of Marketing and History of Marketing in Healthcare	Chapters 1, 2, 3 & 4	- Evolution of Marketing & Application to Healthcare Written Assignment - Weekly Engagement
2	Understanding Healthcare Markets and Consumers	Chapters 5, 6, 7, 8, 9	- Patient-Centered Care and Healthcare Consumerism - Weekly Engagement
3	Strategy, Planning and Branding in Healthcare Marketing	Chapters 10, 11, 12	- SWOT Analysis (Written & Presentation) - Weekly Engagement
4	Marketing Execution Across Channels and Audiences	Chapters 13, 14, 15	- Integrated Marketing Plan (Written & Presentation) - Weekly Engagement
5	Managing, Planning, and Measuring Marketing Performance	Chapters 16, 17, 18, 19	- Bringing it All Together - Weekly Engagement
6	Final presentations	Chapter 20	- Future Trend In-Class Presentation - Final Presentation

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



IX. 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			

X. UNIVERSITY POLICIES

[Student Resources](#)