COURSE NUMBER: MARK 5370.702

COURSE TITLE: Health Care Marketing in Contemporary Society

INSTRUCTOR: Dr. Kerri M. Camp


COURSE DESCRIPTION: A review and analysis of current trends in the health care field with a focus on managed care and the implication for business and marketing practitioners.

PREREQUISITE: MARK 5320

COURSE OBJECTIVES:

1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:
   By the end of this course, the student should understand and apply marketing knowledge with regard to:
   1. health care delivery models,
   2. increasing health care competition,
   3. health care reform,
   4. charitable and public service health care work,
   5. new models and methods to help health care organizations create a clear and precise vision, and
   6. strategic health care marketing decisions.

2. COMPETENCIES TO BE DEMONSTRATED IN THIS COURSE INCLUDE:
   1. COMPUTER-BASED SKILLS:
      A. INTERNET SEARCH SKILLS-students will utilize the Internet to gather information in development of their health care assignments
   2. COMMUNICATION SKILLS:
      A. WRITTEN-students will be required to submit a written reports of their health care assignments
3. PROBLEM SOLVING (CRITICAL THINKING):
   A. CONCEPTUAL THINKING-students will identify health care issues and develop solutions for their assignments
   B. GATHERING AND ANALYZING DATA-market data will be analyzed to develop appropriate marketing strategies for a health care organization
   C. CREATIVITY AND INNOVATION- written assignments will utilize creativity and innovation

4. ETHICAL ISSUES IN DECISION MAKING AND BEHAVIORS-ethics with regard to health care marketing will be discussed in lecture and addressed in the textbook

5. PERSONAL ACCOUNTABILITY FOR ACHIEVEMENT:
   A. MEETING DEADLINES-project deadlines are set according to the course outline
   B. QUALITY OF WORK PERFORMED-students will be evaluated through examinations and written assignments

6. COMPETENCE IN BASIC BUSINESS PRINCIPLES:
   A. COMPETENCE IN MAJOR FIELD AND GROUNDING IN OTHER MAJOR CORE AREAS-students will be utilize marketing theory in the development of their health care assignments
   B. UNDERSTANDING AND APPRECIATION OF STRATEGIC IMPACT OF BUSINESS DECISIONS-lecture, textbook and assignments will address strategic impact of health care marketing on business decisions

3. OUTCOMES FOR STUDENTS TO SUCCESSFULLY COMPLETE THIS COURSE INCLUDE:
   1. Thorough knowledge of health care marketing strategies will be demonstrated through examinations and assignments
   2. Development of appropriate marketing strategies for health care organizations

CLASS MEETING: Asynchronous online class format, assignments and exams will have defined due dates and time frames.

TEACHING METHOD: videos, discussion boards, assignments, and exams

OFFICE HOURS: Online Mondays 8:00 a.m.-11:00 a.m. Other times by appointment. Available in office, email, phone, or Blackboard chat

OFFICE & TELEPHONE NUMBER: BUS 128, 903.565.5660, kcamp@uttyler.edu
*If you need to talk with me on the telephone and I do not answer the office phone, please email me and leave your phone number to receive the fastest response. I will respond to all emails within 24 hours during the week (although I usually respond within a few hours at the latest), and I respond to emails received during the weekend as well, but sometimes I cannot due to other commitments or limited internet access. Be sure to use your full name in the email and state that you are in MARK 5370.702.
E-MAIL COMMUNICATION: To protect the privacy of students the university requires that all e-mail communication with students be conducted through the University Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.

Students Rights and Responsibilities
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www2.uttyler.edu/wellness/rightsresponsibilities.php

Academic Integrity
Academic integrity is of the utmost importance. Academic dishonesty will result in the receipt of an F for a final grade in this course. The assessments included in this course are designed to measure your grasp of the information which is examined throughout the course. Please refer to http://www.uttyler.edu/catalog/10-12/1491.htm to review the Academic Standards of Conduct.

SCHOLASTIC DISHONESTY
The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one’s own work of material that is not one’s own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings. University regulations regarding scholastic dishonesty are available at http://www.uttyler.edu/housing/ScholasticDishonesty.htm. In the event disciplinary measures are imposed on the student, it becomes part of the students’ official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

Acceptance of Late Work:
Assignments are due prior to the hour (ex. due by midnight Central Standard Time) on the date specified. Therefore, work will be considered late if it is received at any point during the hour (ex. received at 12:00.01 a.m. Central Standard Time). Work that is late will be assessed an AUTOMATIC LETTER GRADE REDUCTION for that first day. The work will be assessed additional letter grade reduction for each day that passes. Each following date will begin at 12:00 a.m. Central Standard Time.

Makeup Exams:
Makeup exams will be given for documented excuses only, which are subject to the instructor’s approval. Any request for a change resulting in an alternate time for an exam will need to be pre-approved prior to the exam in question. Whenever possible, every effort should be made to take the exam as scheduled.
EVALUATION:

Exams:  
- Midterm Exam (Chapters 1, 2, 3 & 4) 100  
- Final Exam (Chapters 6, 7, Conclusion, & Appendix B) 100  

Participation:  
- Discussion Board 1 15  
- Discussion Board 2 15  
- Discussion Board 3 15  

Assignments:  
- Assignment 1: Marketing Planning 25  
- Assignment 2: Promotional Materials Analysis 25  
- Assignment 3: Identification of Major Markets and Its Needs 50  
- Assignment 4: Marketing Mix 100  

Total Possible Points 470

Exams: The Midterm Exam and Final Exam will consist of five essay questions (answers not to exceed 400 words per question). All questions will be selected from the end of chapter Questions for Discussion. You will have 120 minutes to complete the exam once you begin. You are NOT permitted to copy any portion of the exam or your answers. Any cheating will result in disciplinary actions. Please review the Assignment and Exam Grading Rubric.

Participation: You are also required to post each of your Assignments 1, 2, & 3 to Discussion Boards 1, 2, & 3 no later than the due date. You are required to review one other student’s assignment and post a substantive comment by addressing key issues related to the assignment. The author of the assignment is required to respond to all student comments. You must complete your participation responses before the next assignment is due. Each Discussion Board is worth 15 points. Please review the Discussion Board Grading Rubric.

Assignments: All assignments should be completed as if you have been hired as a consultant to the specific health care organization you selected in Assignment 1. This can be an organization where you work or one you want to study. For assignments 1, 3, and 4, you are given questions in your textbook to consider when preparing your report. All assignments should use correct grammar, spelling, punctuation, etc. and integrate marketing theory and terminology throughout your discussion. All assignments should have a professional appearance and must be typed, single spaced, and double spaced between paragraphs. You may use tables/charts/photos, etc. when appropriate. Do NOT attach a cover sheet, but instead type your name on the first page. Submit your assignments directly using the provided links. Please review the Assignment and Exam Grading Rubric.

Assignment 1: Marketing Planning (25 points, 1 page) describes the health care organization you will use during this course. Review Exhibit 2.1, p. 54 questions 1-4 to guide your discussion.

Assignment 2: Promotional Materials Analysis (25 points, 1 page plus promotional material examples) discusses the promotional materials (website, brochures, etc.) of the health care organization. Since websites are periodically changed, you must screen capture the website pages you are discussing. Due to the importance of the Patient Protection and Affordable Care Act, particular attention should be given to any promotional materials that address this issue.
Assignment 3: Identification of Major Markets and Its Needs (50 points, 1-2 pages) identifies the major markets and needs of your health care organization. Review p. 100-102, questions 1-18 to identify your major markets and its needs.

Assignment 4: Marketing Mix (100 points, 2-3 pages) utilizes Assignments 1-3 internal and external analysis of the environment so that specific strategies can be developed for products and services, pricing, promotion, and distribution. Review p. 311-313 to develop the marketing mix for your health care organization (product/service, price, place (distribution), and promotion.

COURSE SCHEDULE:
This syllabus provides a general plan/schedule for this course. Based on the discretion of the instructor, deviations from the course schedule may be necessary. You will be notified of all changes via an announcement on Blackboard.

<table>
<thead>
<tr>
<th>Module</th>
<th>Date</th>
<th>Topics</th>
<th>Readings/Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10/21 to 10/27</td>
<td>Class Begins, Getting Started</td>
<td>* Video lecture – Course Introduction</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marketing Strategy</td>
<td>* Chapter 1 – Strategic Development and the Strategic Mindset</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strategic, Business, and Marketing Planning</td>
<td>* Chapter 2 – Understanding the Strategic, Business, and Marketing Planning Process</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>* Video lecture – Assignment 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Assignment 1 Due by 11:59 pm CST 10/27/13</td>
</tr>
<tr>
<td>2</td>
<td>10/28 to 11/3</td>
<td>Health Care Competitive Market</td>
<td>* Chapter 3 – The Challenge of a Competitive Marketplace</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>* Video lecture – Assignment 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion Board 1 Due by 11:59 PM CST 11/37/13</td>
</tr>
<tr>
<td>3</td>
<td>11/4 to 11/10</td>
<td>Internal Capabilities and External Factors</td>
<td>* Chapter 4 – Conducting the Internal/External Assessment</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>* Video lecture – Midterm Exam and Assignment 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Assignment 2 Due by 11:59 pm CST 11/10/13</td>
</tr>
<tr>
<td>4</td>
<td>11/11 to 11/17</td>
<td>Knowledge Comprehension</td>
<td>Midterm Exam (Opens 12:01 am CST 11/11/13 and closes 11:59 pm CST 11/17/13)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>**LAST DAY TO WITHDRAW FROM COURSE ****</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chapters 1, 2, 3, and 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion Board 2 Due by 11:59 PM CST 11/17/13</td>
</tr>
<tr>
<td>Week</td>
<td>Dates</td>
<td>Section</td>
<td>Assignments</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>--------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 5    | 11/18 to 11/24 | Strategic Action Decisions | * Chapter 6 – Strategy/Action Match  
* Appendix A – Internal/External Analysis  
Assignment 3 Due by 11:59 pm CST 11/24/13 |
| 6    | 11/25 to 12/1     | Marketing Actions         | * Chapter 7 – Determining Marketing Actions  
* Conclusion  
* Appendix B – Sample Strategic and Marketing Plan  
* Video lecture – Final Exam and Assignment 4  
Discussion Board 3 Due by 11:59 pm CST 12/1/13  
Assignment 4 Due by 11:59 pm CST 12/1/13 |
| 7    | 11/29 to 12/6*    | Knowledge Comprehension  | Final Exam (Opens 12:01 am CST 11/29/13 and closes 11:59 pm CST 12/6/13)  
Chapters 6, 7, Conclusion, and Appendix B  
*I am opening the exam on 11/29/13 so that those of you who need to take your exam on the weekend will have the opportunity to do so before the course ends on Friday, December 6th |

**COLLEGE OF BUSINESS AND TECHNOLOGY STATEMENT OF ETHICS:**
The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

**Grade Replacement/Forgiveness and Census Date Policies**
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at [http://www.uttyler.edu/registrar](http://www.uttyler.edu/registrar).
Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

**State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

**Disability Accommodation**

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu
Student Absence due to Religious Observance
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

SOCIAL SECURITY AND FERPA STATEMENT:
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student’s activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

TECHNICAL INFORMATION

Technical Support
If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may also visit the Help Tab in Blackboard for useful information or check out On Demand Learning Center for Students http://ondemand.blackboard.com/students.htm.

Plug-ins and Helper Applications
UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.


• **Adobe Flash Player** allows you to view content created with Flash such as interactive web applications and animations. [http://get.adobe.com/flashplayer/](http://get.adobe.com/flashplayer/)


**Netiquette Guide**
“Netiquette” is network etiquette, the do’s and don’ts of online communication. Netiquette covers both common courtesy online and informal “rules of the road” of cyberspace. Review and familiarize yourself with the guidelines provided.