COURSE NUMBER: MARK 5375.701

COURSE TITLE: Special Topics in Health Marketing

INSTRUCTOR: Dr. Barbara Ross Wooldridge


COURSE DESCRIPTION: An exploration of current health care topics that are not covered in other courses. May be repeated twice for credit when the topics vary.

PREREQUISITE: none

COURSE OBJECTIVES:
1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:
   By the end of this course, the student should understand and apply knowledge with regard to:
   1. increasing patient satisfaction and loyalty
   2. implications of the Affordable Care Act

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 health care executive summary
3. PROBLEM SOLVING (CRITICAL THINKING):
   A. CONCEPTUAL THINKING-students will identify health care issues and develop solutions
   B. GATHERING AND ANALYZING DATA-market data will be analyzed to develop appropriate management 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 management 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, written assignment, and discussion boards
6. COMPETENCE IN BASIC BUSINESS PRINCIPLES:
   A. COMPETENCE IN MAJOR FIELD AND GROUNDING IN OTHER MAJOR CORE AREAS-students will be utilize management 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 key managerial issues important for health care organizations

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

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

TEACHING METHOD: Video, course materials, projects, assignments, and discussion board

OFFICE HOURS: emails will be answer within 24 hours Monday – Thursday. Emails received before 12:00 pm on Friday will be answered before 5:00 pm Friday. Emails received after 12:00 pm Friday will be answered the following Monday. **Be sure to put MARK 5375 in the subject line.**

OFFICE & TELEPHONE NUMBER: BUS 117, 903.566.7246, barbara_wooldridge@uttyler.edu

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.

Acceptance of Late Work:
Assignments are due prior to the hour (ex. due by 11:59 pm Central Standard Time) on the date specified. Therefore, work will be considered late if it is received at any point after 11:59 pm Central. No late work is accepted.


**EVALUATION:**

<table>
<thead>
<tr>
<th>Items</th>
<th>Value</th>
<th>If not done</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction Discussion Board</td>
<td>0</td>
<td>-28</td>
<td>0</td>
</tr>
<tr>
<td>Week 2 Discussion Board</td>
<td>28</td>
<td>-28</td>
<td>28</td>
</tr>
<tr>
<td>Week 3 Discussion Board</td>
<td>28</td>
<td>-28</td>
<td>28</td>
</tr>
<tr>
<td>Week 5 Discussion Board</td>
<td>28</td>
<td>-28</td>
<td>28</td>
</tr>
<tr>
<td>Individual Wiki</td>
<td>50</td>
<td>-50</td>
<td>50</td>
</tr>
<tr>
<td>Group Project</td>
<td>200</td>
<td>-200</td>
<td>200</td>
</tr>
</tbody>
</table>

**IMPORTANT** – no late assignments are accepted in this class. No extra credit work is given. *Work that is not completed on time or is not complete will receive a negative penalty. The penalty will be the negative value of the assignment.* A team member evaluation will be used in calculating an individual's group project grade. Each person must evaluate all members in their group including themselves. **YOU MUST HAVE AN 80% AVERAGE ON ALL INDIVIDUAL WORK TO RECEIVE A B OR BETTER IN THIS CLASS.**

**Final Letter Grades**
Final letter grades will be assigned as follows – no grades will be rounded up. You must have an 80% average on individual work to be eligible for a B or above in this course.

<table>
<thead>
<tr>
<th>FINAL POINTS</th>
<th>GRADE</th>
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<tbody>
<tr>
<td>334 - 300</td>
<td>A</td>
</tr>
<tr>
<td>299.9 - 267</td>
<td>B</td>
</tr>
<tr>
<td>266.9 - 233</td>
<td>C</td>
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<tr>
<td>232.9 -200</td>
<td>D</td>
</tr>
<tr>
<td>198.9 and below</td>
<td>F</td>
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</table>
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. Please note except for week 1 and week 7, the class week begins Sunday at 12:00 am Central time and ends Saturday at 11:50 pm Central Time.

<table>
<thead>
<tr>
<th>Date/Week</th>
<th>Topics</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Getting Started</td>
<td>Introduction Discussion Board</td>
</tr>
<tr>
<td>January 13-18, 2014</td>
<td></td>
<td>Do the Getting Started Section and complete the email assignment</td>
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<tr>
<td></td>
<td></td>
<td>Buy the book—you will need the book starting September 1</td>
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<tr>
<td>Week 2</td>
<td>Why Disney? (video)</td>
<td>Chapters Introduction and 1</td>
</tr>
<tr>
<td>January 19-25, 2014</td>
<td>Lecture on Expectations</td>
<td>Article 1- What We Can Learn From…</td>
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<td></td>
<td>Discussion Board 1</td>
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<td></td>
<td></td>
<td>Sign up for Wiki Topic and Group</td>
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<tr>
<td>Week 3</td>
<td>HCAHPS survey (video)</td>
<td>Chapters 2 and 3</td>
</tr>
<tr>
<td>January 26 – February 1, 2014</td>
<td>Lecture Listening</td>
<td>Article 2-Double Down</td>
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<td></td>
<td>Lecture on Perceptions</td>
<td>Discussion Board 2</td>
</tr>
<tr>
<td>Week 4</td>
<td>Instructor will form teams this week for group Wiki Project</td>
<td>Chapters 4 and 5</td>
</tr>
<tr>
<td>February 2-8, 2014</td>
<td>Lecture on Team Work</td>
<td>Individual Wiki Due</td>
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<td></td>
<td></td>
<td>Article 3-Health Care’s Service Fanatics</td>
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<tr>
<td>Week 5</td>
<td>Lecture on Scripts</td>
<td>Chapters 6, 7, and 8</td>
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<tr>
<td>February 9-15, 2014</td>
<td></td>
<td>Articles 4 Creating a Culture of Performance</td>
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<td></td>
<td></td>
<td>Discussion Board 3</td>
</tr>
<tr>
<td>Week 6</td>
<td>Lecture on the Role of Employees</td>
<td>Chapters 9, 10, and Conclusion</td>
</tr>
<tr>
<td>February 16-22, 2014</td>
<td></td>
<td></td>
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<tr>
<td>Week 7</td>
<td>No Topic – Team Time</td>
<td>Training Wiki Due-due at 9:00 am, February 28th</td>
</tr>
<tr>
<td>February 23-28th</td>
<td></td>
<td>Team Evaluations are due February 27th at 9:00 am</td>
</tr>
</tbody>
</table>
COLLEGE OF BUSINESS 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.

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
http://wiki.uttyler.edu/display/B8H/Home 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/

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.
URL: http://www.learnthenet.com/learn-about/netiquette/index.php