COURSE NUMBER: MARK 5370.70

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: none

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. new models and methods to help health care organizations create a clear and precise vision, and
   5. strategic health care marketing decisions.

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

CLASS MEETING: Asynchronous online class format, discussion boards, and quizzes will have defined due dates and time frames.

TEACHING METHOD: videos, discussion boards, and quizzes

OFFICE HOURS: I realize that each of you have unique work schedules and live in different time zones, so I will make myself available at a time that is convenient for you. Please email me
and let me know when you would like to talk with me. I am available to meet in person, by phone, FaceTime, Zoom video conferencing, or Blackboard IM chat.

**OFFICE & TELEPHONE NUMBER:** BUS 128, 903.565.5660, [kcamp@uttyler.edu](mailto: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 and weekend, although I usually respond within a few hours.*

**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](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](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](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. NOTE: No late Discussion Board submissions will be permitted.
**EVALUATION:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td><strong>Quizzes</strong></td>
<td></td>
</tr>
<tr>
<td>Quiz 1 (Chapters 1 &amp; 2)</td>
<td>60</td>
</tr>
<tr>
<td>Quiz 2 (Chapters 3 &amp; 4)</td>
<td>90</td>
</tr>
<tr>
<td>Quiz 3 (Chapters 6 &amp; 7)</td>
<td>120</td>
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<tr>
<td><strong>Participation:</strong></td>
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<tr>
<td>Discussion Board 1</td>
<td>50</td>
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<tr>
<td>Discussion Board 2</td>
<td>50</td>
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<tr>
<td>Discussion Board 3</td>
<td>50</td>
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<tr>
<td><strong>Total Possible Points</strong></td>
<td>420</td>
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**Quizzes:** The quizzes will consist of multiple choice questions to measure your comprehension of the textbook information. Although these are open book quizzes, it is necessary that you understand the content before you begin the quiz. You will have 30 minutes for Quiz 1, 45 minutes for Quiz 2, and 60 minutes for Quiz 3. You are NOT permitted to copy any portion of the quiz and do not discuss the quiz with any other student. It is important to maintain high academic standards in this program, so any cheating will result in an automatic “F” in this course. As with most health care certification exams, you will not be permitted to view the questions you answered correctly or incorrectly so that the integrity of the quizzes is maintained.

**Quizzes will be graded and posted to the Grade Center upon completion.**

**Participation:** You are required to contribute to three Discussion Boards to earn your participation points. For each Discussion Board, you are required to submit one original post (<400 words) and comment on two other students’ posts (<200 words). You are welcome to comment on more than two posts if you are so inclined. You have been randomly assigned to a group of approximately 25 students for the purpose of your Discussion Boards.

Some students in this course find the Discussion Boards challenging because of my emphasis on a professional writing style that integrates marketing terminology and theory rather than a casual/conversational writing style. All initial posts and comments should use correct grammar, spelling, punctuation, etc. and integrate marketing theory and terminology throughout your discussion.

Although most of you are health care professionals who are experts in your own field, it is important as an MBA graduate to be able to communicate in a professional manner that appropriately demonstrates your marketing expertise. Therefore, Discussion Boards should be completed as if your group has been hired as a consultant to the specific health care organization. Remember that you might have professional experiences and examples that could be shared to enhance the quality of your group discussions.

I understand this course is not an English course, but when you earn your MBA, it is expected that you comprehend how to present information that demonstrates critical thinking and analysis through effective written communication skills. If professional writing is not your strength, you may want to contact the UT Tyler Writing Center (they have online assistance) or some of my students in this program have used a tutor. If you need a recommendation for a tutor, please let me know and I will try to assist you.

Please follow the instructions for each discussion board. Only comments and responses posted
before the due date will be considered when determining your grade. *Please review the Discussion Board Rubric.*

For all of the Discussion Boards you will be provided a health care organization to use when developing your marketing strategies. Because it is important for each of you to develop your own insights and analysis, you will be unable to view other students’ comments (threads) until you submit your initial post. Remember that your initial post will be <400 words, so be sure to review the Discussion Board Rubric before submitting your first post. Your initial post and comments should not be submitted as an attachment because this makes it more difficult for students to follow the discussion. Instead, type the entire text within your post. After you have submitted your initial post, you will be able to view other students’ posts and provide your required two comments on their posts. When textbook questions are provided in the Discussion Board instructions, you do not specifically answer each question, but instead use the questions to help you better understand the key issues you should consider when developing your Discussion Board posts. Not all questions listed in the textbook are appropriate for the health care organization, and you may be limited as to what information is available to you via secondary data sources. Part of the challenge faced by marketing consultants is determining which information is important to include in a consulting project.

**Discussion Board 1: Identification of Differential Advantage (Competitive Advantage) and Major Markets**

Conduct an information search on the health care organization that is provided. The internet can be an excellent secondary data source, but be sure to use appropriate websites (i.e. official website of the organization, Census Data, etc.) Identify a differential advantage (pp. 4-6), conduct a brief SWOT analysis (pp. 89-90), and identify the major market also known as the target market (Exhibit 2.1, p. 54 questions 1-3) for your initial post. Comment on two other students’ posts by providing insights and helping to provide depth to the discussion.

**Discussion Board 2: Conduct a Competitive Assessment**

Utilize the information you learned in Discussion Board 1, conduct a competitive assessment for the health care organization (pp. 105-106 questions 1-14) for your initial post. Comment on two other students’ posts by providing insights and helping to provide depth to the discussion.

**Discussion Board 3: Marketing Strategy Recommendation**

Discussion Boards 1 and 2 should be used to develop the appropriate marketing strategies for the health care organization. Consider the organization’s lifecycle and marketplace lifecycle (pp. 173-175) to make a recommendation on an appropriate strategy (pp. 176-193) for your initial post. Provide a thorough justification for your recommendation. Comment on two other students’ posts by providing insights and helping to provide depth to the discussion.

**In order to provide sufficient time to review the assignments and offer constructive feedback, discussion boards will be graded and posted to the Grade Center no later than 7 days after the due date.**
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>
</table>
| 1      | 3/16 to 3/22 | Class Begins, Getting Started               | *Video – Course Introduction  
*Video – Personal Introduction  
*Video – Discussion Boards  
*Video lecture – Strategic Development  
Chapter 1 – Strategic Development and the Strategic Mindset |
|        |              | Marketing Strategy                          |                                                                                     |
Chapter 2 – Understanding the Strategic, Business, and Marketing Planning Process  
Discussion Board 1 Due by 11:59 PM CST 3/29/15 |
| 3      | 3/30 to 4/5  | Health Care Competitive Market              | Quiz 1 (Chapters 1 & 2) Due by 11:59 pm CST 4/5/15  
* Video lecture – Competitive Marketplace  
Chapter 3 – The Challenge of a Competitive Marketplace |
| 4      | 4/6 to 4/12  | Internal Capabilities and External Factors  | Discussion Board 2 Due by 11:59 pm CST 4/12/15  
Video lecture – Internal/External Assessment  
Chapter 4 – Conducting the Internal/External Assessment |
| 5      | 4/13 to 4/19 | Strategic Action Decisions                  | Quiz 2 (Chapters 3 & 4) Due by 11:59 pm CST 4/19/15  
* Video lecture – Strategy/Action  
Chapter 6 – Strategy/Action |
| 6      | 4/20 to 4/26 | Marketing Strategy                          | Discussion Board 3 Due by 11:59 pm CST 4/26/15 |
| 7      | 4/27 to 5/1  | Marketing Actions                           | * Video lecture – Determining Marketing Actions  
Chapter 7 – Determining Marketing Actions  
Quiz 3 (Chapters 6 & 7) Due by 11:59 pm CST 5/1/15  
NOTE: Short week due to AP schedule. Friday, May 1st is due date for Quiz 3 |
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.

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/

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