

## SYLLABUS

1. Wayland Baptist University, Virtual Campus, School of Business
2. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.
3. Course: **HLAD 4336** – {VC01}, Health Care Marketing
4. Term: spring 2009
5. Instructor: Marvin Bearden
6. Office Phone and email: 210-567-8874; marvin.bearden@wayland.wbu.edu
7. Office Hours, Building, and Location: M-F (10AM – 5 PM), UTHSCSA Health Professions, San Antonio, Texas
8. Class Meeting Time and Location: anytime during the day or night on the internet
9. Catalog Description: The emergence of marketing in the health care sector, consumer orientation, specific areas of health care marketing technique, marketing research and information systems, marketing plan and strategy development. Required to qualify to take the nursing home administrator licensure examination.
10. Prerequisites: none
11. Required Textbook and Resources:

<b>BOOK</b>	<b>AUTHOR</b>	<b>ED</b>	<b>YEAR</b>	<b>PUBLISHER</b>	<b>ISBN#</b>	<b>REVIEW</b>
<a href="#"><u>Essentials of Health Care Marketing</u></a>	Berkowitz	2nd	2006	Jones & Bartlett	0-7637-8350-1	Spring 09

12. Optional Materials: none
13. Course Outcome Competencies:
  - Define the meaning and the prerequisites for marketing – 5%
  - Identify the elements of successful marketing – 10%
  - Recognize the needs and wants of the customer -10%
  - Be familiar with the evolution of marketing -5%
  - Understand the techniques of marketing decision-making and planning –
  - 15%
  - Develop specific guidelines for improvement of effectiveness in marketing – 15%
  - Develop an overview of marketing's role in the organization – 5%
  - Comprehend the philosophy of marketing and the strategic marketing process – 15%
  - Identify current problems, issues, and trends faced by marketing managers in Health Care. – 10%
  - the development of a rational approach to marketing decision making, which has specific application to all health care organizations, regardless of their size or goals and objectives. – 10%
14. Attendance Requirements: Class participation is an essential element in any learning endeavor and equates to class attendance. Participation will be simulated by a case project, answering wide ranging questions specific to each

chapter topic assigned during that week and discussion questions on the discussion board. Students must actively communicate course assignments by email or the discussion board on Blackboard to the instructor each week.

15. Disability Statement: “It is university policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university.”

16: Course Requirements and Grading Criteria:

- Homework (20%)
- Discussion Board (5%)
- Case Study (10%)
- Exam I (20%)
- Exam II (20%)
- Final Exam (25%)
- 5 Bonus Points on Exam I with submission of Examination I Study Guide
- Questions by the due date in the course outline
- 5 Bonus Points on Exam II with submission of Examination II Study Guide
- Questions by the due date in the course outline
- Note: If a student makes above a 95 on examination I and/or
- examination II the total points for each examination will not exceed 100
- i.e. a score of 96 would net the student 4 bonus points for a total of 100
- points)

Grading scale:

90-100 = A

80-89 = B

70-79 = C

60-69 = D

0-59 = F

17. Tentative Schedule:

February 23 \_ Week 1 \_ Chapter 1\_The Meaning of Marketing\_ Homework Assignment and Chapter 2 \_Marketing Strategy\_ Homework Assignment

March 2\_ Week 2 \_ Chapter 3 \_The Environment of Marketing Strategy\_ Homework Assignment and Chapter 4\_Buyer Behavior\_Homework Assignment as well as Discussion Board \_Student should start the case project preparation

March 9\_Week 3\_ Examination I Study Guide Submission is worth 5 Bonus Points and the guide is due March 13

Spring Break – March 16 -20

March 23\_Week 4 \_The dates for Examination I are March 23 through 27

March 30\_Week 5\_Chapter 5\_Marketing Research and Homework Assignment and Chapter 6\_Market Segment with Homework Assignment as well as Discussion Board\_ student continues to prepare the case project

April 6 \_ Week 6\_Chapter 7\_Developing Customer Loyalty with Homework Assignment and Chapter 8\_Product Strategy with Homework Assignment as well as Discussion Board and Submit Case Project Outline

April 13\_Week 7\_Chapter 9\_Price with Homework and Chapter 10 (Distribution with Homework Assignment, Discussion Board, Case Project

## Preparation

April 20\_Week 8\_The dates for Examination II are April 20 through 24  
Examination II Study Guide Submission is worth 5 Bonus Points and is due  
April 24

April 27\_Week 9\_Chapter 11\_Promotion with Homework Assignment and  
Chapter 12\_Advertising with Homework Assignment and Discussion Board

May 4\_Week 10\_Chapter 13\_Sales and Sales Management with Homework  
Assignment and Chapter 14\_Controlling and Marketing with Homework  
Assignment and Case Project is due on May 8

Final Examination Study Guide is provided for your benefit as an extra study tool  
and there will not be any bonus points awarded

May 11\_Week 11\_The final examination dates are May 11 through 15

18. Additional information as desired by the faculty member.

System Requirements: Online course require access to a personal computer with Windows 95 or higher  
or a Macintosh OS7 or higher. The student must be connected to the internet  
and have an email account with Wayland Baptist University, internet explorer or  
Netscape browser. The computer must have Microsoft Word processing software  
and be connected to a printer.

Completion of Assignments: Completion of homework questions, discussion  
board questions and case studies replicate class participation. Homework will  
consist of 1 - 4 questions for each chapter. There will be 5 items for the  
discussion board and 1 case project to be completed for the course. An  
assignment may consist of homework questions and a discussion board question.  
Discussion Board responses should be posted in Blackboard during the same  
week.

All homework assignments and case project must be mailed to me at  
[marvin.bearden@wayland.wbu.edu](mailto:marvin.bearden@wayland.wbu.edu). Do not post assignments to the  
digital drop box on Blackboard.

### Statements:

This class will adhere to zero tolerance for using someone else's work as your  
own. Students are responsible for reading, understanding, obeying and  
respecting the academic policies, especially Academic progress policies,  
appearing in the Wayland Baptist University Academic Catalog applicable to your  
curriculum and/or your program of study.

### Course Policies:

Any assignments that are missed must be made up or a zero will be assessed for  
that assignment. There will be a 10% deduction in points after the final grade  
for the homework or case study has been assessed. All missed assignments  
must be submitted before the 10th week to receive credit.

Students should spend at least 6 to 8 hours per week on this class. Students  
need to set aside dedicated time to read the chapters, complete the assignments  
and prepare for the exams.

## Examination Proctors:

Virtual Campus has a new proctor approval procedure for proctors who are outside of the Wayland system.

The new Proctor Approval Procedure is for new proctors who are not employed by Wayland Baptist University and this procedure is for Virtual Campus courses. If you are a Wayland Baptist University proctor, you do not need to go through this process for our office.

1. In order for proctors outside of the Wayland system to be approved, the student and the proctor must jointly fill out the Proctor Approval Form that is located on the Virtual Campus homepage. The Proctor Approval Form can be accessed by the link entitled "Proctor Approval Form." The web address for our Virtual Campus homepage is <http://www.wbu.edu/online/>

2. The proctor is required to sign a statement stating that they will abide by the expectations our department has for a proctor.

3. Once the student and the proctor have filled out the form, the student can fax the request form to our office at (806)291-1989 or the form can be mailed to: Ms. Jennifer Brown, Wayland Baptist University, Program Coordinator, Virtual Campus, 1900 W. 7th St., CMB 420, Plainview, Texas, 79072.

We will need this form one week in advance from the date in which the test will be taken. Submit the forms ASAP – Wayland requires the form 1 week prior to the 1st Test.

4. Once the proctor is approved, Virtual Campus will send an email to the proctor. This email will contain information for the proctor so that they can access Blackboard. The proctor will log into the Proctor Site and will be able to access exam information. It is important for the proctor to keep the email with the log in information because they will use that information for every exam. Students are responsible to schedule their examinations within the week specified in the syllabus and course outline with their proctor. The examinations will be located in the Virtual Campus Blackboard HLAD 4336 course under assignments. Your proctor will be given the instructions and password to access the examinations.

Communication options: cell phone – 210 – 885 – 1657 or home phone – 210-647 – 1875 before 9 PM.