

HLAD 4336 Healthcare Marketing – VC01

Summer 2008

May 27, 2008 – August 9, 2008
Virtual Campus

Instructor: Mr. Doug Bearden, MA, CLS (NCA), MT (ASCP)

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Hours: M-F (8 AM – 8 PM)

Wayland Baptist University Mission: Wayland Baptist University exists to educate students in an academically challenging and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.

Catalog Description: Marketing essentials for the Health Care Organization. Including the marketing process, understanding the consumer and the marketing mix.

Prerequisites: HLAD 3335 or consent of the instructor

Textbook: Berkowitz, Eric N., Essentials of Health Care Marketing. (2nd ed.), Jones and Bartlett Publishers, International., 2006, ISBN – 0-7637-8350-1

Course Objective: The main objective of the course is the development of a rational approach to marketing decision making which has specific application to all organizations, especially Health Care, regardless of their size or goals and objectives.

General Course Objectives and Outcomes:

- Define the meaning and the prerequisites for marketing
- Identify the elements of successful marketing
- Recognize the needs and wants of the customer

- Be familiar with the evolution of marketing
- Understand the techniques of marketing decision-making and planning
- Develop specific guidelines for improvement of effectiveness in marketing
- Develop an overview of marketing's role in the organization
- Comprehend the philosophy of marketing and the strategic marketing process
- Identify current problems, issues, and trends faced by marketing managers in Health Care.

Course emphasis is on marketing decision-making. Special attention will be directed to blackboard discussion of marketing concepts and practices.

Course Requirements:

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 internet explorer or Netscape browser. The computer must have Microsoft Word or WordPerfect word processing software and be connected to a printer.

Class Participation: Class participation is an essential element in any learning endeavor. Participation will be simulated by a case project and answering wide-ranging questions specific to each chapter topic assigned during that week and discussion questions on the discussion board. Students must actively communicate by email the course assignments to the instructor each week.

Grading:

90-100 = A

80-89 = B

70-79 = C

60-69 = D

0-59 = F

Course Requirements:

- Homework (20%)*
- Discussion Board (5%)
- Case Project (10%)*
- Exam I (20%)
- Exam II (20%)
- Final Exam (25%)

***Completion of homework questions, discussion board questions and a case project replicate class participation. Homework will consist of 1 - 4 questions for each chapter. There will be 5 items for the discussion board and a case project to be completed for the course. Homework must be submitted complete. Partial assignments will not be accepted. (an assignment consists of chapter problem questions as well as a discussion board question every other week.) Discussion Board response should be posted on Blackboard during the same week.**

Course Outline:

****All homework assignments and the case project must be e-mailed to me at marvin.bearden@wayland.wbu.edu by date specified**. Do NOT post assignments to the Digital Drop Box on Blackboard.**

Acquired Student Competencies:

Special attention will be directed to chapter problem questions, discussion questions and a case project related to health care marketing functions.

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. 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 – 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 (only) 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. Students can access the proctor approval request form at http://www.wbu.edu/academics/online_programs/works/Proctorform/ProctorRequest.htm
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 send it to the Virtual Campus. The Virtual Campus office prefers an email submission of the proctor approval request form from the proctor. The forms can be faxed by the proctor to the Virtual Campus office at (806) 291-1989. We will need this form two weeks in advance from the date in which the test will be taken. Submit the forms ASAP – Wayland requires the form 2 weeks 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 mid term and final exams 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. Your proctor will be given the instructions and password to access the examinations.

Special Needs/Accommodations:

University policy requires that no otherwise qualified disabled person excluded from participation in, be denied the benefits or, be subject to discrimination under any educational program or activity in the University. Please inform the

instructor of any needs that you may have. Such needs will be relayed to Wayland Baptist University staff for their review and assistance.

Course Schedule:

Week 1 – Chapter 1 (The Meaning of Marketing), Homework

Week 2 – Chapter 2 (Marketing Strategy), Homework, Discussion Board

Week 3 – Chapter 3 (The Environment of Marketing Strategy) and Chapter 4 (Buyer Behavior), Homework, Case Project Preparation

Week 4 – Chapter 5 (Marketing Research), Homework, Discussion Board, and Case Project Preparation, **Exam I (June 16 - 20)**

Week 5 – Chapter 6 (Market Segment), Homework, and Case Project Preparation

Week 6 – Chapter 7 (Developing Customer Loyalty) and Chapter 8 (Product Strategy), Homework, Discussion Board and Case Project Preparation

Week 7 – Chapter 9 (Price), Homework and Case Project Preparation

Week 8 – Chapter 10 (Distribution), Homework, Discussion Board, Case Project Preparation and **Exam II (July 14 - 18)**

Week 9 – Chapter 11 (Promotion) and Chapter 12 (Advertising), Homework,

Week 10 – Chapter 13 (Sales and Sales Management) and Chapter 14 (Controlling and Marketing), Homework, and Discussion Board
Submission of Case Project

Week 11 – **FINAL EXAM (August 4 - 8)**