

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: summer 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:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
<u>Essentials of Health Care Marketing</u>	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:

May 26 - Week 1 – Chapter 1 (The Meaning of Marketing), Homework, Chapter 2 (Marketing Strategy), Homework (Due June 1)

June 1 - Week 2 – Chapter 3 (The Environment of Marketing Strategy) and Chapter 4 (Buyer Behavior), Homework, Discussion Board, Case Project Preparation (Due June 8)

June 8 - Week 3 – Examination I Study Guide Submission (5 Bonus Points) (Due Friday, June 19), Case Project Preparation

June 15 – Week 4 - Chapter 5 (Marketing Research), Homework, Discussion Board, and Case Study Preparation, and Chapter 6 (Market Segment), Homework (Due June 22), and Case Project Preparation

June 22 - Week 5 – Chapters 1 – 4 - Exam I (June 22 - 26)

July 29 - Week 6 – Chapter 7 (Developing Customer Loyalty) and Chapter 8 (Product Strategy), Homework, Discussion Board (Due July 6) and Case Project Preparation

July 6 - Week 7 – Chapter 9 (Price), Homework and Chapter 10 (Distribution), Homework, Discussion Board (Due July 13), Case Project Preparation

July 13 - Week 8 – Examination II Study Guide Submission (5 Bonus Points) and Exam II – Chapters 5 - 10 (July 13 - 17), Case Project Preparation

July 20 - Week 9 – Chapter 11 (Promotion) and Chapter 12 (Advertising), Homework, and Discussion Board, (Due July 27), Case Project Preparation

July 27 - Week 10 – Chapter 13 (Sales and Sales Management) and Chapter 14 (Controlling and Marketing), Homework, and Submission of Case Project (July 31)

August 3 - Week 11 – Final Examination - Chapters 11 - 14 (August 3 – 7)

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. 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.