

SYLLABUS

Wayland Baptist University, Virtual Campus, School of Business

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.

Course: **HLAD 4336** Healthcare Marketing_VC01

Term: Winter 2008

Instructor: Mr. Doug Bearden, MA, CLS_NCA, MT_ASCP

Office Phone and email: 210_567_8874
marvin.bearden@wayland.wbu.edu

Office Hours: Monday through Friday_10AM_5 PM

Building: UTHSCSA Health Professions

Location: San Antonio, Texas

Class Meeting Time and Location: Virtual Campus

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.

Prerequisites: none

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

Optional Materials: none

Course Outcome Competencies:

- Define the meaning and the prerequisites for marketing_5 percent
- Identify the elements of successful marketing_10 percent
- Recognize the needs and wants of the customer_10 percent
- Be familiar with the evolution of marketing_5 percent
- Understand the techniques of marketing decision-making and planning_15 percent
- Develop specific guidelines for improvement of effectiveness in marketing_15 percent

- Develop an overview of marketing's role in the organization_5 percent
- Comprehend the philosophy of marketing and the strategic marketing process_15 percent
- Identify current problems, issues, and trends faced by marketing managers in Health Care_10 percent
- 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 percent

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. After two unauthorized weeks without participation, a report of unsatisfactory progress will be submitted to the Virtual Campus Administration.

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.”

Course Requirements:

Course Requirements and Grading:

- Homework_20 percent
 - Discussion Board _5 percent
 - Case Study_15 percent
 - Exam I_20 percent
 - Exam II_20 percent
 - Final Exam_20 percent
 - 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 equals an A

80-89 equals a B

70-79 equals a C

60-69 equals a D

0-59 equals an F

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.

Tentative Schedule:

November 10 _ Week 1 _ Chapter 1_The Meaning of Marketing_ Homework Assignment and Chapter 2 _Marketing Strategy_ Homework Assignment

November 17 _ 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 to prepare case project

December 1_Week 3_ Examination I Study Guide Submission is worth 5 Bonus Points and the guide is due December 5

December 8_Week 4 _The dates for Examination I are December 8 through 12

December 15_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

January 5 _ 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

January 12_Week 7_Chapter 9_Price with Homework Assignment and Chapter 10 (Distribution with Homework Assignment as well as Discussion Board and student continues to prepare the case project

Examination II Study Guide Submission is worth 5 Bonus Points and is due January 17

January 19_Week 8_The dates for Examination II are January 19 through 23

January 26_Week 9_Chapter 11_Promotion with Homework Assignment and Chapter 12_Advertising with Homework Assignment and Discussion Board

February 2_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 February 6

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

February 9_Week 11_The dates for the final examination are February 9 through 14

Additional Information:

Completion of Assignments: Completion of homework questions, discussion board questions and case studies replicate class participation. Homework will consist of 1 to 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 by date the specified. 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 and dbearden@satx.rr.com, if the Wayland email hotmail system is down.