

Executive MBA Healthcare Management Program

MARK 5320 SYLLABUS – SUMMER 2021

COURSE NUMBER	MARK 5320.501
COURSE TITLE	Advanced Marketing Fundamentals
INSTRUCTOR	Kerri M. Camp, PhD
EMAIL	kcamp@uttyler.edu
PHONE	mobile 903.952.1163
OFFICE HOURS	By Appointment
CLASS MEETINGS	Ref. EMBA Cohort Schedule

I. COURSE DESCRIPTION

An analysis of contemporary problems in marketing with emphasis on dynamic market characteristics.

II. REQUIRED TEXT

Healthcare Marketing – A Case Study Approach (2014), Leigh W. Cellucci, Carla Wiggins, and Tracy J. Farnsworth, Health Administration Press, ISBN 978-1-56793-605-6

III. COURSE LEARNING OBJECTIVES

- Explain the role of marketing in healthcare
- Evaluate ethical marketing problems within the healthcare environment
- Identify and discuss the five Ps of healthcare marketing
- Create an infographic for a healthcare organization
- Develop appropriate interpersonal skills for healthcare marketing
- Analyze and describe marketing strategies of healthcare organizations
- Create a marketing plan for a healthcare organization

IV. SOULES COLLEGE OF BUSINESS CORE VALUES

Professional Proficiency
Technological Competence
Global Awareness

Social Responsibility
Ethical Courage

V. GRADING POLICY

Grade Distribution	
Class Engagement	175
Research Article Presentation	50
Partner Infographic Project	50
Poster Presentation	50
Group Written Marketing Plan	50
Group Marketing Plan Presentation	50
Total Points	425

Final Grades		
A	=	90% +
B	=	80% - 89%
C	=	70% - 79%
D	=	60% - 69%
F	=	<60%

VI. CONTENT

Class Engagement

In this course we will discuss case examples and research articles about marketing issues critical for healthcare organizations. Your active participation in these discussions will be an important part of the learning process which is important for you to be able to apply course concepts to actual organizational challenges. During each class there will also be engagement activities where you will work with your colleagues on specific exercises related to the topics covered in class. There are seven weeks of classes each worth 25 engagement points.

Research Article Presentation

This individual assignment will enhance your critical and analytical thinking skills by identifying a research article that addresses a topic covered in the course which will require a synthesis of the information. It will also improve your oral communication skills when you present a summary of the research article with recommended practical applications. Prepare your presentation as if you were asked by a c-suite executive within a healthcare organization to research an issue. You will sign up for only one specific date and chapter. You may select one of the references cited at the end of the chapter or search for a different scholarly research article on the subject. You will need to discuss with the other student(s) who signed up for that chapter to ensure no duplication of research articles. Your research article presentation will be 5-7 minutes in length. Written feedback from the instructor and your peers will be provided to help you better understand your strengths and to identify possible areas in which you could improve upon your presentation skills.

Infographic Project

Creativity is important in marketing. Oftentimes complex information needs to be shared in a clear, precise, and compelling manner. Infographics are a useful form to present data and information to consumers. You will create an infographic on a topic of your choice for a healthcare organization. Organizational branding should be included within your infographic. Infographic examples and other free resources will be provided to the class. You will select a partner to work with on this project. The infographic will be shared in class on the assigned day with your explanation of what you created and why you chose that specific content.

Poster Presentation

This individual assignment will involve you finding three scholarly articles on patient satisfaction and creating a poster that could be presented at a conference or within an organization. Your poster should summarize the findings of the scholarly articles and best practice implications for healthcare organizations. Posters will be sent electronically to the print shop on campus to be printed for the Poster Presentations.

Group Marketing Plan Project

A marketing plan provides a roadmap for the organization for all marketing activities. As a group you will develop a marketing plan for a healthcare organization. Your group will select a healthcare organization of your choice and a specific initiative that will be the focus of the marketing plan. Marketing plan examples and resources will be shared with the class. Each group will submit a written marketing plan and a PowerPoint (or other comparable presentation software) presentation to the class on the assigned date. Your presentation should be 10-15 minutes in length.

Expectations for Valuing Differences Through Respectful Dialogue

We all come to the table with differing experiences and viewpoints, which means that we have so much to learn from each other! In order to get the most out of this opportunity, it is important that we do not shy away from differences. Rather, we should show respect for differences by seeking to understand, asking questions, clarifying our understanding, and/or respectfully explaining our own perspective. This way, everybody comes away with a new way of seeing the issue and respecting others with different values or beliefs. If someone says something that bothers you for any reason, assume that your peer did not mean to be offensive, and ask your peer to clarify what he or she meant, and then explain the impact it had on you. If your classmates tell you something you said bothered them, assume that they are not attacking you, but rather that they are sharing something that might be important for you to know.

VII. CALENDAR

Week	Content	Readings	Due
1 May 8 10am-4pm	Healthcare Industry & Healthcare Marketing Growth of Marketing in Healthcare Strategy and Healthcare Marketing	Chapter 1 Chapter 2 Chapter 3	Class Engagement Activities
2 May 14 5-9pm May 15 8-10am	Five Ps of Healthcare Marketing/ Physicians Patients	Part II & Chapter 5 Chapter 6	Research Article Presentations (2 students Chapter 2, 2 students Chapter 3) Class Engagement Activities
3 May 29 10am-4pm	Payers Public	Chapter 7 Chapter 8	Research Article Presentations (2 students Chapter 5, 2 students Chapter 6) Class Engagement Activities Infographic Project
4 June 11 5-9pm June 12 8-10am	Politics Budgeting Basics	Chapter 9 Part IV & Chapter 13	Research Article Presentations (2 students Chapter 7, 2 students Chapter 8) Class Engagement Activities
5 June 26 10am-4pm	Strategic Marketing Marketing Plan	Chapter 14 Chapter 15	Research Article Presentations (2 students Chapter 9, 2 students Chapter 13) Class Engagement Activities Poster Presentations - Everyone
6 July 9 5-9pm July 10 8-10am	Communication Conflict Management Teamwork & Leadership	Part III & Chapter 10 Chapter 11 Chapter 12	Research Article Presentations (3 students Chapter 14) Class Engagement Activities
7 July 17 10am-4pm	Ethics and Healthcare Marketing	Chapter 4	Group Marketing Plan Presentations - Everyone Class Engagement Activities

Cohort Weekends:

May 2021						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June 2021						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July 2021						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SUMMER 2021

- **MANA 5305** Decision Making in Operations Management
- **MARK 5320** Advanced Marketing Fundamentals

Week 1, 3, 5, 7		
Friday [class 1]	Saturday [class 1]	Saturday [class 2]
5:00pm – 9:00pm	8:00am-10:00am	10:00am-4:00pm
Week 2, 4, 6		
Friday [class 2]	Saturday [class 2]	Saturday [class 1]
5:00pm – 9:00pm	8:00am-10:00am	10:00am-4:00pm

VIII. UNIVERSITY POLICIES

<http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf>

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

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://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.

Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.

There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free

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 of which students need to be aware. 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/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079

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 has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

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.

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

- i. "Cheating" includes, but is not limited to:
 - copying from another student's test paper;
 - using, during a test, materials not authorized by the person giving the test;
 - failure to comply with instructions given by the person administering the test;
 - possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
 - using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
 - collaborating with or seeking aid from another student during a test or other assignment without authority;
 - discussing the contents of an examination with another student who will take the examination;

- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
 - substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
 - paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
 - falsifying research data, laboratory reports, and/or other academic work offered for credit;
 - taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
 - misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially
- ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit.
 - iii. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
 - iv. All written work that is submitted will be subject to review by SafeAssign™, available on Canvas.

UT Tyler Resources for Students

- [UT Tyler Writing Center](https://www.uttyler.edu/writingcenter) (903.565.5995), writingcenter@uttyler.edu
- [UT Tyler Tutoring Center](https://www.uttyler.edu/tutoring) (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- [UT Tyler Counseling Center](https://www.uttyler.edu/counseling) (903.566.7254)