UT Tyler SOULES

MARK 5370.702 and .704 Healthcare Marketing
6/23/25 to 8/9/25

Welcome

Welcome to Health Care Marketing, a course that covers current trends in the healthcare field and the implications for marketing in this specific industry. In this course you will learn from the course material and engage with your colleagues in class discussion assignments. Class sessions will meet asynchronously online via Canvas with defined due dates for assignments as outlined in the Course Schedule. Each module provides you with information about how healthcare organizations create a culture of excellence through their marketing efforts. My role as your professor is to guide you through the modules, help create an environment where questions, conversation, and learning are valued, and provide you with ideas and feedback that will help you better understand how marketing is effectively used in healthcare organizations to improve the patient experience. You will learn from your colleagues in this course through engagement activities that apply scholarly research to important topics and best practices for healthcare organizations.

Professor Corner

Kerri M. Camp, Ph.D.
Professor of Marketing
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Office Hours:
Via Zoom Mondays 8-11am

Available by phone or via Zoom and other times (days, nights & weekends) at your convenience

Course is delivered asynchronously (not live) on Canvas

Course Overview

You will learn several content areas of healthcare marketing throughout this course. Each module addresses the core set of knowledge and skills needed to be effective in understanding and applying these concepts. This course should broaden your understanding of healthcare marketing strategies, solving marketing problems, evaluating ethical marketing issues, creating infographics, and using critical thinking and scholarly research. You will have opportunities to participate in thought-provoking discussions that integrate current research to learn from your colleagues in this course as well as experts in the healthcare industry.

REQUIRED TEXT: Healthcare Marketing – Creating a Culture of Excellence, Camp, Kerri M. (2025) 1st edition. Cognella Publishing. Print ISBN 979-8-8233-6460-7 Ebook ISBN 979-8-8233-8722-4

REQUIRED EQUIPMENT: camera for proctoring (either built into computer or attached)

Table of Contents

You can purchase a hard copy, e-book, or a used textbook is acceptable because there are no publisher homework assignments. You can purchase a hard copy or e-book at the university bookstore or directly from the publisher Cognella. All book royalties from UT Tyler students are donated to a student scholarship fund.

Course Learning Outcomes

This course provides you with the following learning opportunities:

1. Analyze and describe healthcare marketing strategies.
2. Evaluate appropriate marketing strategies for healthcare organizations.
3. Differentiate between various approaches to solving marketing problems within healthcare.
4. Evaluate ethical marketing problems within healthcare.
5. Create an infographic about a healthcare topic.

Assignment Overview

Knowledge Check Quizzes: Knowledge Checks are necessary to review important marketing concepts. Each of the seven chapters will be included in a Knowledge Check Quiz consisting of multiple-choice questions. These are designed to serve as a review of key concepts in each chapter. You will have 20 minutes for each Knowledge Check Quiz. LockDown Browser and Respondus Monitor Proctoring will be used for all Knowledge Check Quizzes. Using any artificial intelligence (AI) or quiz software is NOT permitted. I trust that you will demonstrate integrity and respect this course requirement, and by doing so, you will help maintain the integrity of this course and value of your online degree. Copying any questions or answers on a Knowledge Check Quiz or discussing any questions with other students is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions.

Midterm and Final Exams: We will have two essay exams to assess your mastery of core marketing concepts. These exams ask you to critically reflect on what you have learned. LockDown Browser and Respondus Monitor Proctoring will be used for the Midterm Exam and the Final Exam. You may use one sheet of 8x11 paper (both sides) for notes as a resource during the exam, but you are NOT permitted to use any form of Artificial Intelligence (AI) or plagiarism. I will be checking for plagiarism and AI and it will result in a zero on the exam and the incident will be reported to the university for academic dishonesty. You will have 120 minutes to complete each exam. On the Midterm there are four essay

questions and on the Final there are five essay questions). Copying any questions or answers on the exams or discussing any questions with other students is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions. These essay exams are an opportunity for you to demonstrate what you know and have learned so it is important for you to use critical and analytical thinking as you apply healthcare marketing concepts to answer the essay questions.

Infographic Assignment: 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 develop an infographic on a topic of your choice for a healthcare organization (hospital or clinic in your own community) that shares data in an easy-to-read manner. You may use Canva for Education in Canvas, the free version of Canva https://www.canva.com/free/ , Microsoft PowerPoint, or you may use a different software program. You may also use Artificial Intelligence (AI) if desired, but if you use it, you are required to state which AI tool you used, describe how you used AI to create the infographic, and explain approximately what percentage of the infographic was AI-generated (cannot exceed 75%). In Canva and Microsoft PowerPoint there are existing templates that you can modify with your topic and healthcare organization. Organizational branding should be included within your infographic (logos, color, etc). Infographic examples will be provided to the class that show how to share data in an easy-to-read manner (as opposed to a promotional flyer that does not include data). When you submit the assignment, you are also required to add a comment that describes the healthcare organization, explains what message you are trying to convey, identifies the target audience for the infographic, provide a statement that you created this infographic specifically for this assignment, and a statement about any AI usage. Please review the **Infographic Assignment Grading Rubric** prior to submitting.

Discussion Assignment: Throughout this course you will be required to contribute to three discussion assignments (each worth 25 points). For each discussion assignment, you need to submit one response to my prompt and reply to two other students' responses. The purpose of the Discussion Assignments is to address key issues for healthcare organizations and provide best practice suggestions based on scholarly research articles. You will be required to cite a peer-reviewed journal article in your original post and then to cite a different peer-review journal article in your student responses by comparing the student's journal article to the journal article you are citing and then to contrast the two articles (you may use the references provided in the textbook). Please review the **Discussion Assignment Grading Rubric** prior to submitting your responses. In today's business environment it is extremely important to develop your online communication skills, so hopefully these discussions will help you develop your written online communication skills. Only your posts and replies posted before the due date will be considered when determining your grade.

Quiz and Exam Proctoring

LockDown Browser + Webcam Requirement:

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.
Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.
https://www.respondus.com/products/lockdown-browser/student-movie.shtml

LockDown Download Instructions
- Select a quiz from the course (Practice Quiz must be completed in Module 1 PRIOR to any quiz or exam)
- If you have not already installed LockDown Browser, select the link to download the application and follow the installation instructions
- Return to the quiz page in a standard browser
- LockDown Browser will launch and the quiz will begin

Note: LockDown Browser only needs to be installed once per computer or device. It will start automatically from that point forward when a test requires it.

Guidelines

When taking an online exam, follow these guidelines:
- Select a location where you are comfortable having a video recording taken of yourself and your workspace environment. This area should be free of distractions and interruptions.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
  - Avoid wearing baseball caps or hats with brims
  - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
  - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
  - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- **Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted**

Getting Help

Several resources are available if you encounter problems with LockDown Browser:
- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- 24/7/365 Live Chat Support is also available from the Help Center, or from within the "it's not working" troubleshooter.
- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it

Evaluation

3 Discussion Assignments (25 points each)	75
Infographic Assignment	100
Midterm Exam (Chapters 1, 2, & 3)	100
Final Exam (Chapters 4, 5, 6, & 7)	100
7 Knowledge Checks (20 points each)	<u>140</u>
Total Possible Points	515

A= 461-515 points (89.5%-100%), B= 410-460 points (79.6%-89.3%), C= 358-409 points (69.5%-79.4%), D= 307-357 points (59.6%-69.3%), F= 0-306 points (0%-59.4%)

*Please note that I already use rounding to determine the final course grade, so no additional points will be added

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Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me **prior** to the due date and let me know that you need special consideration for approval to submit the assignment after the due date.

UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus
For all other university syllabus policies, please refer to the Syllabus module in Canvas.

MARK 5370 Health Care Marketing
Course Schedule

**Each Module opens one week early to give you added flexibility with your assignments, so please plan your work and personal obligations accordingly.

Module	Dates	Topics	Chapters/Exams/Assignments – DUE 11:59 P.M. CST
1	6/23-6/29	Introduction to the Healthcare Environment	Read Chapter 1-Overview of the Healthcare Environment *Watch Video lecture* Personal Introduction *Watch Video lecture* Chapter 1 **Practice Quiz due no later than 11:59 p.m. CST THURSDAY, June 26th** **Discussion Assignment 1 due no later than 11:59 p.m. CST Sunday, June 23rd** **Knowledge Check Chapter 1 due no later than 11:59 p.m. CST Sunday, June 23rd**
2	6/30-7/6	Healthcare Marketing Strategy and Infographics	Read Chapter 2 Healthcare Marketing Strategy *Watch Video lecture* – Chapter 2 *Watch Video lecture* – Infographic assignment **Discussion Assignment 2 is due no later than 11:59 p.m. CST Sunday, July 6th** **Knowledge Check Chapter 2 due no later than 11:59 p.m. CST July 6th**
3	7/7 – 7/13	Patient Experience	Read Chapter 3 – Understanding the Patient Experience *Watch Video lecture* – Chapter 3 **Discussion Assignment 3 is due no later than 11:59 p.m. CST Sunday, July 13th** **Knowledge Check Chapter 3 due no later than 11:59 p.m. CST July 13th t**
4	7/14 –7/20	Business-to-Business Healthcare Marketing	Read Chapter 4 – Business-to-Business Marketing in Healthcare *Watch Video lecture* – Chapter 4 **Midterm Exam (Chapters 1, 2, & 3) due no later than 11:59 p.m. CST Sunday, July 20th** **Knowledge Check Chapter 4 due no later than 11:59 p.m. CST Sunday, July 20th**
5 & 2	7/21 –7/27	Services Marketing in Healthcare and Infographics	Read Chapter 5 – Services Marketing in Healthcare *Watch Video lecture* – Chapter 13 **Knowledge Check Chapter 5 due no later than 11:59 p.m. CST Sunday, July 27th** **Infographic Assignment due no later than 11:59 p.m. CST Sunday, July 27th**
6 & 2	7/28-8/3	Navigating a Crisis and Resilient Teams	Read Chapter 6 – Navigating a Crisis: How to Build Resilient Teams *Watch Video lecture* – Chapter 6 **Knowledge Check Chapter 6 due no later than 11:59 p.m. CST Sunday, August 3rd**
7	8/4 – 8/9	Building a Culture of Excellence	Read Chapter 7 – Building a Culture of Excellence *Watch Video lecture* – Chapter 6 **Knowledge Check Chapter 7 due no later than SATURDAY, August 9th** **Final Exam (Chapters 4, 5, 6, & 7) due no later than SATURDAY, August 9h**