

# Course Syllabus

[Jump to Today](#)  Edit

## Healthcare Marketing and Strategic Planning

Spring 2025 | HPEM 6360 | 3 Credit Hours

Course Description

Learning Objectives

Required Materials

Evaluation/Grading

Participation/Late Policy

Course Calendar

Policies

MHA Learning Outcomes

**Pre-requisite:** None

**Co-requisite:** None

This course syllabus is subject to change at anytime.

### Class Days / Times:

Online and Virtual Face2Face per Course Calendar

### Instructor:

Dr. Thomas Maryon, Assistant Professor  
Department of Population Health, Leadership, and Analytics  
School of Health Professions

### Office:

UTTyler Health Science Center | Bldg H244

### Phone:

o. 903.877.1452  
m. 312.415.4815

### Office Hours:

M - F | 9a - 3p | By Appointment Only

**E-Mail:** [thomas.maryon@uttyler.edu](mailto:thomas.maryon@uttyler.edu) (<mailto:thomas.maryon@uttyler.edu>)

### Course Description

The course offers an introduction to strategic planning and healthcare marketing in health service organizations. Processes and formats employed in strategic planning and marketing are presented and applied to course practices. Elements of market assessment, environmental analysis and strategy development are presented and applied to course practices.

### Student Learning Objectives

Upon successfully completing this course, the student will be able to:

- Describe the primary elements and methodologies of strategy and strategic management.
- Analyze the external healthcare and internal organizational environment.
- Understand directional strategies and their importance in strategic planning for a health care organization.
- Understand how to develop an Action Plan as it relates to the strategic planning process for a health care organization.
- Describe the role of marketing in a healthcare organization.
- Compare traditional and contemporary marketing techniques and strategies.
- Understand how marketing plans should support and align with the healthcare organization's strategic plan.
- Define the steps of the marketing process used to develop a marketing plan for a healthcare organization utilizing the process of marketing planning, marketing research, and marketing data.

## Required Textbook | Materials

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Ginter, P., Duncan, W., & Swayne, L., (2018). Strategic Management of Healthcare Organizations. Hoboken, New Jersey. John Wiley and Sons. 8<sup>th</sup> Edition.

Thomas, R., (2020). Marketing Health Services. Chicago, Illinois. Health Administration Press. 4<sup>th</sup> Edition.

- **CLICK HERE TO ACCESS a FREE DIGITAL COPY OF THOMAS TEXTBOOK FROM THE UTT LIBRARY** <https://go.openathens.net/redirector/uttyler.edu?url=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Futct-ebooks%2Fdetail.action%3FdocID%3D6020486>
  - **FOR DOWNLOAD ISSUES PLEASE CONTACT:**
    - MICHAEL SKINNER, MLS  
UTT Library Services  
[michaelskinner@uttyler.edu](mailto:michaelskinner@uttyler.edu) (<mailto:michaelskinner@uttyler.edu>)
  - **DO NOT CONTACT THE INSTRUCTOR**

Other Required Readings: As assigned

## Course and Student Assignments | Methods of Evaluation | Grading

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All assignments are based on a 100 point scale unless noted in the module.

Course Grade Scale (points): A: 90-100, B: 80-89, C: 70-79, F: < 70 points.

**Methods of Evaluation include the followings and details are available in the specific module:**

- Module Open Book Quizzes
- Module Assignments
- Final Closed Book Exam
- Participation

**Use of Student Projects:**

- Outstanding Student submissions can be tremendous learning tools for future Healthcare Leadership students. A de-identified / redacted sample of a student submission may be used in future classes as a sample of an outstanding student submission for future students. If you prefer your deliverables not be in this pool of samples, please notify me via email prior to the end of this semester.

## Participation | Late Policy

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### Participation

- Engagement in the online platform is required and important.
- Student course activity is monitored and students are required to complete all module activities and assignments.
- Students are encouraged to attend online synchronous sessions.

### Late Policy

#### Activities:

- Prior notice to be excused from an activity must be obtained from the Instructor prior to the scheduled activity for the student to be awarded credit for participation.

#### Assignments:

- For each day the assignment is late, 5% will be deducted from the total score. Late assignments will not be accepted after 5 days. No assignments will be accepted after 5pm the last day of the semester. The instructor has the discretion to alter this policy in the event of an emergency or illness if the student notifies the instructor in a timely manner. In this event, documentation may be required.

## Course Calendar

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Module	Date	Topics / Assignments	Reading
1	1/13	<p><b>Course Introduction and Overview</b>  <b>The Nature of Strategic Planning</b></p> <p>DO   Zoom Call 1   Tue 1/14 @ 6p – 730p                      DO   Quiz 1</p>	Ginter 1

Converted to HTML with WordToHTML.net (https://wordtohtml.net)













**Other University Policies**

[University Policies and Information \(https://uttyler.instructure.com/courses/45738/pages/university-policies-and-information-3\)](https://uttyler.instructure.com/courses/45738/pages/university-policies-and-information-3)

[Student Resources \(https://uttyler.instructure.com/courses/45738/pages/student-resources-3\)](https://uttyler.instructure.com/courses/45738/pages/student-resources-3)

Linked MHA Pro

**Course Summary:**

Date	Details	Due
Tue Jan 14, 2025	<p> <a href="https://uttyler.instructure.com/calendar?event_id=235874&amp;include_contexts=course_45738">Dev HPEM 6360 Strategy (https://uttyler.instructure.com/calendar?event_id=235874&amp;include_contexts=course_45738)</a></p>	6pm to 7:30pm
	<p> <a href="#">DO   Zoom Call 1   Tue 1/14 @ 6pm - 730pm   Call LINK &amp; Agenda</a></p>	to do: 6pm
Sun Jan 19, 2025	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909026">DO   Say Hello to the Class!!! (https://uttyler.instructure.com/courses/45738/assignments/909026)</a></p>	due by 11:59pm
	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909018">DO   Module 1 Quiz (15 mins / Open Book) (https://uttyler.instructure.com/courses/45738/assignments/909018)</a></p>	due by 11:59pm
	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909034">DO   Set Your Notifications! (https://uttyler.instructure.com/courses/45738/assignments/909034)</a></p>	due by 11:59pm
Sun Jan 26, 2025	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909023">DO   Module 2 Quiz (15 mins / Open Book) (https://uttyler.instructure.com/courses/45738/assignments/909023)</a></p>	due by 11:59pm
	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909011">DO   Module 3 Quiz (15 mins / Open Book) (https://uttyler.instructure.com/courses/45738/assignments/909011)</a></p>	due by 11:59pm
Sun Feb 2, 2025	<p> <a href="#">DO   Academic Integrity 101</a></p>	to do: 11:59pm
	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909027">DO   Academic Integrity Training Attestation (https://uttyler.instructure.com/courses/45738/assignments/909027)</a></p>	due by 11:59pm
	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909028">DO   Module Assignment 1   External Analysis and Service Area Competitor Analysis (https://uttyler.instructure.com/courses/45738/assignments/909028)</a></p>	due by 11:59pm
Sun Feb 9, 2025	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909013">DO   Module Quiz 4 (15 mins / Open Book) (https://uttyler.instructure.com/courses/45738/assignments/909013)</a></p>	due by 11:59pm
Sun Feb 16, 2025	<p> <a href="https://uttyler.instructure.com/courses/45738/assignments/909020">DO   Module Quiz 5 (15 mins / Open Book) (https://uttyler.instructure.com/courses/45738/assignments/909020)</a></p>	due by 11:59pm

Date	Details	Due
	<a href="https://uttyler.instructure.com/courses/45738/assignments/909029">DO   Module Assignment 2   Internal Analysis, Competitor Advantage, and Directional Strategies</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909029">https://uttyler.instructure.com/courses/45738/assignments/909029</a>	due by 11:59pm
Sun Feb 23, 2025	<a href="https://uttyler.instructure.com/courses/45738/assignments/909030">DO   Module Assignment 3   Strategic Alternatives</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909030">https://uttyler.instructure.com/courses/45738/assignments/909030</a>	due by 11:59pm
	<a href="https://uttyler.instructure.com/courses/45738/assignments/909019">DO   Module Quiz 6 (15 mins / Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909019">https://uttyler.instructure.com/courses/45738/assignments/909019</a>	due by 11:59pm
Sun Mar 2, 2025	<a href="https://uttyler.instructure.com/courses/45738/assignments/909025">DO   Module Quiz 7 (15 mins / Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909025">https://uttyler.instructure.com/courses/45738/assignments/909025</a>	due by 11:59pm
	<a href="https://uttyler.instructure.com/courses/45738/assignments/909031">DO   Module Assignment 4   Developing Support Strategies</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909031">https://uttyler.instructure.com/courses/45738/assignments/909031</a>	due by 11:59pm
Sun Mar 9, 2025	<a href="https://uttyler.instructure.com/courses/45738/assignments/909015">DO   Module Quiz 8 (15 Mins Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909015">https://uttyler.instructure.com/courses/45738/assignments/909015</a>	due by 11:59pm
	<a href="https://uttyler.instructure.com/courses/45738/assignments/909024">DO   Module 9 Quiz (15 Mins / Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909024">https://uttyler.instructure.com/courses/45738/assignments/909024</a>	due by 11:59pm
Sun Mar 23, 2025	<a href="https://uttyler.instructure.com/courses/45738/assignments/909032">DO   Module Assignment 5   Developing Action Plans</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909032">https://uttyler.instructure.com/courses/45738/assignments/909032</a>	due by 11:59pm
	<a href="https://uttyler.instructure.com/courses/45738/assignments/909021">DO   Module 10 Quiz (15 Min / Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909021">https://uttyler.instructure.com/courses/45738/assignments/909021</a>	due by 11:59pm
Sun Mar 30, 2025	<a href="https://uttyler.instructure.com/courses/45738/assignments/909012">DO   Module 11 Quiz (15 Mins / Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909012">https://uttyler.instructure.com/courses/45738/assignments/909012</a>	due by 11:59pm
	<a href="https://uttyler.instructure.com/courses/45738/assignments/909017">DO   Module 12 Quiz (15 Mins / Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909017">https://uttyler.instructure.com/courses/45738/assignments/909017</a>	due by 11:59pm
Sun Apr 13, 2025	<a href="https://uttyler.instructure.com/courses/45738/assignments/909014">DO   Module 13 Quiz (15 Mins / Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909014">https://uttyler.instructure.com/courses/45738/assignments/909014</a>	due by 11:59pm
	<a href="https://uttyler.instructure.com/courses/45738/assignments/909033">DO   Module Assignment 6   Social Media Strategy</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909033">https://uttyler.instructure.com/courses/45738/assignments/909033</a>	due by 11:59pm
Sun Apr 27, 2025	<a href="https://uttyler.instructure.com/courses/45738/assignments/909016">DO   Module 14 Quiz (15 Mins / Open Book)</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909016">https://uttyler.instructure.com/courses/45738/assignments/909016</a>	due by 11:59pm
	<a href="https://uttyler.instructure.com/courses/45738/assignments/909022">AIE   Final Exam   Tuesday, April 29 @ 6p - 730p</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909022">https://uttyler.instructure.com/courses/45738/assignments/909022</a>	due by 8:59pm
Tue Apr 29, 2025	<a href="https://uttyler.instructure.com/courses/45738/assignments/909035">DO   Group Report Out Slide</a> <a href="https://uttyler.instructure.com/courses/45738/assignments/909035">https://uttyler.instructure.com/courses/45738/assignments/909035</a>	