

Healthcare Marketing / Strategic Planning – HPEM 6360
Course Syllabus

Semester: Summer Long Year: 2022	
Class Days/Times: Online with Zoom Sessions - See Syllabus / Course Calendar	Class Location: Online/Zoom
Instructor of Record: Thomas Maryon DHA RN / Assistant Professor	
Office:	SCRH H244
Office Phone:	903.877.1452 / Mobile Phone: 312.415.4815
E-Mail:	thomas.maryon@uthct.edu
Office Hours:	Video Calls • T / W / Th 9a – 3p By Appointment

Course Description

The course offers an introduction to strategic planning and management 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 Outcomes / Course Objectives

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

1. Describe the primary elements and methodologies of strategy and strategic management (PLO C.1).
2. Analyze the external healthcare and internal organizational environment (PLO A.1, C.2)
3. Understand directional strategies and their importance in strategic planning for a health care organization. (PLO C.5)
4. Understand how to develop an Action Plan as it relates to the strategic planning process for a health care organization (PLO A.10, D.1)
5. Describe the role of marketing in a healthcare organization (PLO A.3)
6. Compare the role of marketing within healthcare prior to and during the 21st century (PLO C.4)
7. Evaluate traditional and contemporary marketing techniques and strategies. (PLO C.4)
8. Align marketing plans with an organization's overall strategic plan (PLO A.10, D.1)
9. Apply 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. (PLO A.3, A.4, A.10, C.6)

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Course Assessment / Methods of Evaluation

Assignments Assessment and Evaluation Methods	Percent
Six (6) Written Assignments (WA)	60
Eight (8) Open Book Module Quizzes – One attempt allowed	10
Course Engagement / Participation <ul style="list-style-type: none"> • One (1) Zoom Calls • Module Embedded Point Activities 	10
Final Exam	20
Total	100
Extra credit points are randomly located in Module Assignments	
Course Grade Scale (points): A: 90-100, B: 80-89, C: 70-79, F: < 70 points	

Linked MHA / MPH Program Learning Outcomes

- A.1 Identify appropriate sources and gather information, effectively and efficiently
- A.3 Develop, understand, and use data from performance, surveillance or monitoring systems.
- A.4 Understand and explain financial and statement; prepare and manage budgets; and make sound long-term investment decisions.
- A.10 Implement a decision-making process that incorporates evidence from a broad analysis that includes uncertainty, risk, stakeholders, and organizational values
- C.1 Through effective governance, establish an organization’s values, vision, and mission; systematically enhance performance and human material and knowledge resources
- C.2 Analyze the business, demographic, ethno-cultural, political, and regulatory implications of decisions and develop strategies that continually improve the long-term success, viability of the organization and focus on community health status
- C.4 Energize stakeholders and sustain their commitment to the organization while adapting to changes in the environmental factors.
- C.5 Work collaboratively with others as part of a team or group, demonstrating commitment to the team’s goal and encouraging individuals to put forth their best effort
- C.6 Understand and learn from governance structures, formal and informal decision-making structures, and power relationships in an organization, industry, or community
- D.1 Use legal reasoning as a tool for analysis, communication, strategy and planning.

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Required Textbooks and Materials

Strategic Planning:

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

Healthcare Marketing:

- Selected Readings
- See Course Module 7 & 8

Other Required Readings:

There may be other readings assigned by the instructor with the focus of contemporary issues in health care, marketing, and strategic planning


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Course Calendar

Weekly Schedule			
Mod	Date	Topics	Assignment / Activities
		<p><i>Semester Begins – Monday, 6/6/22</i></p> <p><i>New Modules Open Every Monday @ 8am</i></p>	
1	6/6/2022	The Nature of Strategic Planning	READ: Chapter 1 DO: Quiz 1
2	6/13	External Analysis Service Area Competitor Analysis	READ: Chapter 2 / 3 DO: Written Assignment (WA) 1 - External Analysis including Opportunities and Threats DO: Quiz 2
3	6/20	Internal Analysis and Competitive Advantage Directional Strategies	READ: Chapter 4 / 5 DO: WA 2 Internal Analysis and Competitive Advantage Directional Strategies DO: Quiz 3
4	6/27	Identifying Strategic Alternatives Evaluation of Alternatives and Strategic Choice	READ: Chapter 6 / 7 DO: WA 3 – Formulation of Alternative Strategies / Identification of Optimal Strategies - NOTE: NOT DUE UNTIL Monday 7/11 @ 7:59am DO: Quiz 4

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Mod	Date	Topics	Assignment / Activities
		<p><i>Semester Begins – Monday, 6/6/22</i></p> <p><i>New Modules Open Every Monday @ 8am</i></p>	
5	7/4	 <p><i>Happy Fourth of July!!!</i></p> <p>Value Adding Service Delivery Strategies Value Adding Support Strategies</p>	<p>READ: Chapter 8 / 9</p> <p>DO: <i>Continue to work on</i> WA 3 – Formulation of Alternative Strategies / Identification of Optimal Strategies</p> <p><i>NOTE: WA 3 - NOT DUE UNTIL Sunday 7/10 at 11:59 pm</i></p> <p>DO: Quiz 5</p>
6	7/11	<p>Communicating Strategy Developing Action Plans</p>	<p>READ: Chapter 10</p> <p>DO: WA 4: Building an Implementation Plan</p> <p>DO: Quiz 6</p>
7	7/18	<p>Healthcare Marketing I</p>	<p>READ: See Module 7</p> <p>DO: WA 5 – Marketing Assignment 1</p> <p>DO: Quiz 7</p> <p>DO: Attend Zoom Meeting</p> <ul style="list-style-type: none"> • Tuesday, 7/19/2022 @ 6:00p – 7:30p

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Weekly Schedule

Mod	Date	Topics	Assignment / Activities
		<i>Semester Begins – Monday, 6/6/22</i> <i>New Modules Open Every Monday @ 8am</i>	
8	7/25	Healthcare Marketing II	READ: See Module 8 DO: WA 6: - Marketing Assignment 2 DO: Quiz 8
9	8/1	Final Exam Tuesday, August 2, 2022 6 – 7:30pm Semester ends Friday, 8/5/22 @ 5pm Assignments not accepted after 8/5/2022 5pm	DO: Final Exam DO: Course Evaluation (Extra Credit)

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Assignments / Course Assessments / Methods of Evaluation

Written Assignments:

The disciplines of reflecting and writing are key practices that every leader should develop. We learn to think by thinking and putting those thoughts to paper help us to organize, process, formulate ideas, concepts, and principles. Throughout the course there are assignments that will assess your level of comprehension of the module content. Assignment submissions should utilize 12-point font, Arial font, double-spaced formatting, and be submitted as a PDF. Assignment length will be outlined in the module assignment activity. A well-thought-out response will address all the components of the assignment and not go beyond in length the assignment guidelines. More is not better. Syllabus late policy applies for all late submissions.

Module Quizzes and Final Exam:

Modules will contain individual learning quizzes that are quick hits for students to both learn and demonstrate module competencies and to earn points. Quizzes may contain a variety of question types. The course will also include a Final Exam. See specific Module for details. Both Quizzes and Final Exam are open book. One (1) attempt is allowed for both Quizzes and the Final Exam.

Course Engagement / Participation:

Students are encouraged to attend online synchronous Zoom sessions. Zoom attendance and participation count towards the final grade. Zoom Call participation includes the expectation that both video and audio capabilities will be used during calls. Participation / Engagement in the online platform is also required and important. Students should complete all module materials and required assignments. Module assignments, activities, as well as extra credit point opportunities are located in various module activities and contribute to the final grade. Module point activities close at the end of the module week.

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Other Class Policies

Late Assignments

There are no exceptions to the *Late Assignment Policy* without instructor notification prior to the assignment due date and time

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 Module 9, Friday August 9 at 5pm. 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.

Academic Integrity:

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is 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.

Cheating

Dishonesty of any kind involving examinations, assignments, alteration of records, wrongful possession of examinations, and unpermitted submission of duplicate papers for multiple classes or unauthorized use of keys to examinations is considered cheating. Cheating includes but is not limited to:

- Using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class.
- Falsifying or inventing any information, including citations, on an assigned exercise.
- Helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism

Plagiarism is presenting the words or ideas of another person as if they were your own. Materials, even ideas, borrowed from others necessitate full and complete acknowledgment of the original authors. Offering the work of another as one's own is plagiarism and is unacceptable in the academic community. A lack of adequate recognition constitutes plagiarism, whether it utilizes a few sentences, whole paragraphs, articles, books, audio-visual materials, or even the writing of a fellow student. In addition, the presentation of material gathered, assembled or formatted by others as one's own is also plagiarism. Because the university takes such misconduct very seriously, the student is urged to carefully read university policies on Misconduct in Research and Other Scholarly Activity 05.00. Examples of plagiarism are:

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- Submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another.
- Submitting a work that has been purchased or otherwise obtained from an Internet source or another source.
- Incorporating the words or ideas of an author into one's paper without giving the author due credit.

Unicheck software may be used in this course to improve upon your writing skills. Unicheck is a software program that identifies areas of plagiarism. All students will be required to submit their papers through Unicheck.

Adding/Dropping:

The official deadline for adding and dropping courses is as published in the academic calendar and Graduate Bulletin (typically the day before Census Day). However, students are strongly encouraged to meet with their graduate advisor or the Program Coordinator prior to adding/dropping courses. Movement into and out of classes after the 4th class day requires approval of the Program Director. Students can drop until mid-semester without a WP or WF. Drops after mid-semester require approval of the Dean. Each student is responsible for their own enrollment status with the university

Disability Accommodations:

UTHSCT abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, which mandate reasonable accommodations be provided for students with documented disabilities. If you have a disability and may require some type of instructional and/or examination accommodations, please contact me early in the semester so that I can provide or facilitate provision of accommodations you may need. If you have not already done so, you will need to register with the Student Services Office (located on the UT Tyler Campus). You may call 903-566-7079 for more information.

Technical Support: <https://www.uthct.edu/technical-support>

Online Student Orientation: <https://www.uthct.edu/new-student-orientation>

INSTRUCTOR RETAINS THE RIGHT TO CHANGE THE SYLLABUS AT ANY TIME

####END OF SYLLABUS####