

Module	Date	Topics / Assignments	Reading
1	1/16	<p>Course Introduction and Overview The Nature of Strategic Planning</p> <p>DO Zoom Call 1 Tue 1/16 @ 6p – 730p DO Quiz 1</p>	Ginter 1
2	1/22	<p>External Analysis</p> <p>DO Quiz 2</p>	Ginter 2
3	1/29	<p>Service Area Competitor Analysis</p> <p>DO Quiz 3 DO Module Assignment 1 External Analysis and Service Area Competitor Analysis</p>	Ginter 3
4	2/5	<p>Internal Analysis and Competitive Advantage</p> <p>DO Quiz 4</p>	Ginter 4
5	2/12	<p>Directional Strategies</p> <p>DO Zoom Call 2 Tue 2/13 @ 6p – 730p DO Quiz 5 DO Module Assignment 2 Internal Analysis, Competitor Advantage, and Directional Strategies</p>	Ginter 5
6	2/19	<p>Identifying Strategic Alternatives</p> <p>DO Quiz 6 DO Module Assignment 3 Strategic Alternatives DO Course Satisfaction Survey – EXTRA CREDIT</p>	Ginter 6
7	2/26	<p>Evaluation of Alternatives and Strategic Choice</p> <p>DO Quiz 7 DO Module Assignment 4 Strategic Choice</p>	Ginter 7
8	3/4	<p>Value Adding Service Delivery Strategies Value Adding Support Strategies</p> <p>DO Quiz 8 DO Module Assignment 5 Service Delivery / Support Activities</p>	Ginter 8 / 9

Module	Date	Topics / Assignments	Reading
	3/11	Spring Break – Enjoy Your Break	
9	3/18	<p>Communicating Strategy Developing Action Plans</p> <p>DO Zoom Call 3 Tue 3/19 @ 6p – 730p DO Quiz 9 DO Module Assignment 6 Developing Action Plans</p>	Ginter 10
10	3/25	<p>Healthcare Marketing – History and Concepts</p> <p>DO Quiz 10</p>	Thomas See Module
11	4/1	<p>Markets and Products</p> <p>DO Module Assignment 7 The Marketing Process and Marketing Plan Development DO Quiz 11</p>	Thomas See Module
12	4/8	<p>Marketing Techniques - Part 1</p> <p>DO Quiz 12</p>	Thomas See Module
13	4/15	<p>Marketing Techniques – Part 2</p> <p>DO Zoom Call 4 Tue 4/16 @ 6p – 730p DO Quiz 13 DO Module Assignment 8 Traditional and Contemporary Marketing Techniques and Strategies</p>	Thomas See Module
14	4/22	<p>Marketing Endeavor / Future of Marketing</p> <p>DO Quiz 14</p>	Thomas See Module
15	4/29	<p>Final Exam Week</p> <p>DO Final Exam – Tuesday, April 30, 2024 6p – 7:30p</p> <p>End of Semester Saturday, May 4</p>	