

Course Syllabus

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Healthcare Marketing and Strategic Planning

Spring 2024 | 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 Health, Economics, Policy, and Management

School of Health Professions

Office:

UTTyler Health Science Center | Bldg H244

Phone:

o. 903.877.1452

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Office Hours:

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

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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

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

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

Other Required Readings: As assigned

Course and Student Assignments | Methods of Evaluation | Grading

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 - 10%
- Module Assignments - 50%
- Final Closed Book Exam - 35%
- Participation - 5%

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

Participation: Engagement in the online platform is required and important. Points are awarded toward your final grade for Participation. Student course activity is monitored and students are required to complete all module activities and assignments. Students are encouraged to attend online synchronous sessions.

Zoom Calls:

- Participation Credit is provided for Zoom call attendance. Credit will be provided for missed calls if prior instructor approval is obtained.
- Participation includes both student engagement during discussions and the use of the video feature.

Late Policy

Activities:

- Prior notice to be excused from an activity must be obtained from the Instructor prior to the schedule 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

Module	Date	Topics / Assignments	Reading
1	1/16	<p align="center">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
		External Analysis	Ginter 2

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







Other University Policies

[University Policies and Information \(https://uttyler.instructure.com/courses/37795/pages/university-policies-and-information\)](https://uttyler.instructure.com/courses/37795/pages/university-policies-and-information)

[Student Resources \(https://uttyler.instructure.com/courses/37795/pages/student-resources\)](https://uttyler.instructure.com/courses/37795/pages/student-resources)

Linked MHA Pro

Course Summary:

Date	Details	Due
Fri Jan 20, 2023	<p> WATCH Overview of Getting Started Module (https://uttyler.instructure.com/courses/37795/assignments/741447)</p>	due by 7:59am
	<p> Zoom Call - Anonymous Participant Feedback 5 Very Quick Questions (https://uttyler.instructure.com/courses/37795/assignments/741428)</p>	due by 7:59am
Thu Jan 26, 2023	<p> DO: WA 3 Strategic Alternatives Submit WA 3 Assignment HERE from Module 4 (https://uttyler.instructure.com/courses/37795/assignments/741442)</p>	due by 7:59am
Sun Aug 27, 2023	<p> DO Set Your Notifications! (https://uttyler.instructure.com/courses/37795/assignments/741460)</p>	due by 11:59pm
Tue Jan 16, 2024	<p> DO Zoom Call 1 Tue 1/17 @ 6pm - 730pm Call LINK & Agenda</p>	to do: 6pm
Sun Jan 21, 2024	<p> DO Say Hello to the Class!!! (https://uttyler.instructure.com/courses/37795/assignments/768474)</p>	due by 11:59pm

Date	Details	Due
Sun Jan 28, 2024	DO Module 1 Quiz (15 mins / Open Book) https://uttyler.instructure.com/courses/37795/assignments/774313	due by 11:59pm
Sun Jan 28, 2024	DO Module 2 Quiz (15 mins / Open Book) https://uttyler.instructure.com/courses/37795/assignments/781393	due by 11:59pm
Sun Feb 4, 2024	DO Module 3 Quiz (15 mins / Open Book) https://uttyler.instructure.com/courses/37795/assignments/781392	due by 11:59pm
Sun Feb 4, 2024	DO Academic Integrity 101	to do: 11:59pm
Sun Feb 4, 2024	DO Academic Integrity Training Attestation https://uttyler.instructure.com/courses/37795/assignments/741459	due by 11:59pm
Sun Feb 4, 2024	DO Academic Integrity Training Attestation https://uttyler.instructure.com/courses/37795/assignments/780506	due by 11:59pm
Sun Feb 11, 2024	DO Module Assignment 1 External Analysis and Service Area Competitor Analysis https://uttyler.instructure.com/courses/37795/assignments/741440	due by 11:59pm
Sun Feb 11, 2024	DO Module Quiz 4 (15 mins / Open Book) https://uttyler.instructure.com/courses/37795/assignments/781394	due by 11:59pm
Tue Feb 13, 2024	DO Zoom Call 2 Tue 2/13 @ 6pm - 7:30pm Call LINK & Agenda	to do: 6pm
Sun Feb 18, 2024	DO Module Quiz 5 (15 mins / Open Book) https://uttyler.instructure.com/courses/37795/assignments/781395	due by 11:59pm
Sun Feb 18, 2024	DO Module Assignment 2 Internal Analysis, Competitor Advantage, and Directional Strategies https://uttyler.instructure.com/courses/37795/assignments/780997	due by 11:59pm
Sun Feb 25, 2024	DO Course Satisfaction Survey - EXTRA CREDIT!!! https://uttyler.instructure.com/courses/37795/assignments/741427	due by 11:59pm
Sun Feb 25, 2024	DO Module Assignment 3 Strategic Alternatives https://uttyler.instructure.com/courses/37795/assignments/781118	due by 11:59pm
Sun Mar 3, 2024	DO Module Assignment 4 Strategic Choice https://uttyler.instructure.com/courses/37795/assignments/780999	due by 11:59pm
Sun Mar 3, 2024	DO Module Assignment 4 Strategic Choice Copy https://uttyler.instructure.com/courses/37795/assignments/781120	due by 11:59pm
Sun Mar 10, 2024	DO Module Assignment 5 Service Delivery / Support Activities https://uttyler.instructure.com/courses/37795/assignments/781397	due by 11:59pm
Tue Mar 19, 2024	DO Zoom Call 3 Tue 3/19 @ 6pm - 7:30pm Call LINK & Agenda	to do: 6pm
Sun Mar 24, 2024	DO Module Assignment 6 Developing Action Plans https://uttyler.instructure.com/courses/37795/assignments/781399	due by 11:59pm
Sun Apr 7, 2024	DO Module Assignment 7 The Marketing Process and Marketing Plan Development https://uttyler.instructure.com/courses/37795/assignments/781398	due by 11:59pm
Tue Apr 16, 2024	DO Zoom Call 4 Tue 4/16 @ 6pm - 7:30pm Call LINK & Agenda	to do: 6pm
Sun Apr 21, 2024	DO Module Assignment 8 Traditional and Contemporary Marketing Techniques and Strategies https://uttyler.instructure.com/courses/37795/assignments/781400	due by 11:59pm
Tue Apr 30, 2024	DO Final Exam - SP 2024 HPEM 6360 Tue, April 30 6p - 7:30p https://uttyler.instructure.com/courses/37795/assignments/773690	due by 8pm
	DO: Module 4 Quiz https://uttyler.instructure.com/courses/37795/assignments/741434	
	DO: Module 5 Quiz https://uttyler.instructure.com/courses/37795/assignments/741435	
	DO: Module 6 Quiz https://uttyler.instructure.com/courses/37795/assignments/741436	
	DO: Module 7 Quiz https://uttyler.instructure.com/courses/37795/assignments/741437	
	DO: Module 8 Quiz https://uttyler.instructure.com/courses/37795/assignments/741438	

Date

Details

Due

 [DO: WA 4: Action Plan Development](https://uttyler.instructure.com/courses/37795/assignments/741443)
(<https://uttyler.instructure.com/courses/37795/assignments/741443>)

 [DO: WA 5: 7 Ps of Marketing](https://uttyler.instructure.com/courses/37795/assignments/741444)
(<https://uttyler.instructure.com/courses/37795/assignments/741444>)

 [DO: WA 6: Social Marketing Plan](https://uttyler.instructure.com/courses/37795/assignments/741445)
(<https://uttyler.instructure.com/courses/37795/assignments/741445>)

 [Test](https://uttyler.instructure.com/courses/37795/assignments/780970)
(<https://uttyler.instructure.com/courses/37795/assignments/780970>)

 [test quiz](https://uttyler.instructure.com/courses/37795/assignments/780969)
(<https://uttyler.instructure.com/courses/37795/assignments/780969>)

 [WATCH/DO | Web Resources](https://uttyler.instructure.com/courses/37795/assignments/780521)
(<https://uttyler.instructure.com/courses/37795/assignments/780521>)

 [WATCH: Module 4B Lecture](https://uttyler.instructure.com/courses/37795/assignments/741450)
(<https://uttyler.instructure.com/courses/37795/assignments/741450>)

 [WATCH: Module 5A Lecture](https://uttyler.instructure.com/courses/37795/assignments/741451)
(<https://uttyler.instructure.com/courses/37795/assignments/741451>)

 [WATCH: Module 6 Lecture](https://uttyler.instructure.com/courses/37795/assignments/741452)
(<https://uttyler.instructure.com/courses/37795/assignments/741452>)

 [WATCH: Web Video 4](https://uttyler.instructure.com/courses/37795/assignments/741454)
(<https://uttyler.instructure.com/courses/37795/assignments/741454>)

 [WATCH: Web Video 6](https://uttyler.instructure.com/courses/37795/assignments/741455)
(<https://uttyler.instructure.com/courses/37795/assignments/741455>)
