

MRKT 4335.795

Healthcare Marketing

Summer 2nd 7 weeks 2020

From 3/18/19 to 5/10/19



Instructor Name: Katelin Barron

E-MAIL: Barron_k@utpb.edu

OFFICE HOURS: Web-based course

This course is a Web Course and is conducted within Canvas at <http://utpb.instructure.com>

Course Catalog Description:

This course provides an overview of the role of marketing in the Healthcare industry. It will examine the methods for designing healthcare systems responsive to patient needs and the promoting and pricing of healthcare services. Issues related to ethics and social responsibility in the marketing of healthcare services will be studied.

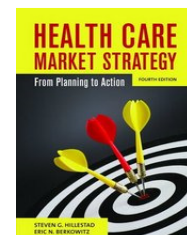
Measurable Learning Outcomes:

1. Explain the marketing components of healthcare services.
2. Identify the vocabulary of Marketing with regards to the healthcare industry.
3. Identify the role of the 4 p's of marketing in the healthcare industry.
4. Demonstrate the segmentation, targeting, and positioning of services in the healthcare industry.
5. Develop a comprehensive health care marketing plan to gain full understanding of the issues that might surface during the implementation process.

Prerequisites:

Principles of Marketing, MRKT 3300 (UTPB), or equivalent

Required Materials: Healthcare Care Market Strategy, From Planning to Action; 5th edition; Authors: Hillestad and Berkowitz;



ISBN: -9781284150407; Publisher: Jones and Bartlett.

You will need the webcam for all exams.

Other materials: MS Word and MS Excel

Important Academic Dates:

UTPB Academic Calendar: <https://www.utpb.edu/calendar/academic-calendar.pdf>

Course Overview

Readings: 10 chapters in the book

Exams/Quizzes: 4 exams (3 exams and 1 comprehensive final)

Research Projects: One class project – Healthcare marketing business plan

Discussion Topics: 4 discussion boards

Final Exam: 1

Grading and Schedule:

Course Activity	Points	Percentage of Total Grade	Due dates
Test 1, 60 questions; Ch 1,2, and 3; 90 mins	180	18	Exam would be open from 6/29/2020 to 8/13/2020 at 11:59 P.M. (CST)
Test 2, 60 questions, Ch 4, 5 and 6; 90 mins	180	18	Exam would be open from 6/29/2020 to 8/13/2020 at 11:59 P.M. (CST)
Test 3, 60 questions, Ch 7, 8, 9, and 10; 120 mins	180	18	Exam would be open from 6/29/2020 to 8/13/2020 at 11:59 P.M. (CST)
Final Exam, 40 questions, Ch 1-10; 120 mins	200	20	Exam would be open from 6/29/2020 to 8/13/2020 at 11:59

			P.M. (CST)
Class project- HC Marketing Plan	160	16	All projects are required to be submitted by August 9, 2020 by 11:59 P.M. (CST)
Discussion Board 1	25	2.5	Open from 6/29/2020 to 7/12/2020 by 11:59 P.M. (CST)
Discussion Board 2	25	2.5	Open from 6/29/2020 to 7/26/2020 by 11:59 P.M. (CST)
Discussion Board 3	25	2.5	Open from 6/29/2020 to 8/2/2020 by 11:59 P.M. (CST)
Discussion Board 4	25	2.5	Open from 6/29/2020 to 8/13/2020 by 11:59 P.M. (CST)
Total	1000		

Grading Scale:

Grade Range	Letter Grade
90 and above	A
80 to 89	B
70 to 79	C
60 to 69	D
Less than 59	F

Communication, Grading & Feedback:

1. The instructor's would respond to all emails within 48 hours. There could be a delay over the weekends.
2. Normally I use my phone to send short responses, but if s detailed response is needed, I may need to access a regular computer.
3. Requests for reopening tests have to be backed up by supporting docs / materials / emails, clearly stating that you need a reset. Delay in responding to these type of queries is likely in the absence of evidence that you need the help.
4. Grades will be submitted within 10 business days of the last date for submission.

Policies

1. **Discussion Board:** Discussion Board is primarily for discussing course related topics and issues. Please note that, from time to time, I will be responding in the Discussion Boards to ensure the objective(s) of the discussion boards are met.

Best practices are:

- a. Read all message postings in online discussion.
 - b. Respond to the question directly
 - c. Reply to two other student posts at least.
 - d. Use a person's name in the body of your message when you reply to their message.
 - e. Avoid postings that are limited to 'I agree' or 'great idea', etc.
 - f. Ensure responses to questions are meaningful, reflective.
 - g. Support statements with concepts from course readings, refer to personal experience, examples.
 - h. Cut and paste is acceptable with citations and explanations. The explanations need to be reflective and insightful.
 - i. Follow **Rules of Behavior**.
2. **Rules of Behavior:** Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal.
- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

3. **Make-Up/Late Submission Policy:**

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately.

4. **Academic Dishonesty/Plagiarism/Cheating:** The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an “F” for the course.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the university’s handbook at: <http://ss.utpb.edu/dean-of-students/scholastic-dishonesty/>

Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, 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 such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

5. **Attendance and Class Participation:** Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.
6. **Tracking:** The learning management systems have a tracking features. Statistics are collected that quantifies how often and when students are active in the course and provides information if the student has accessed different pages of the course.
7. **Absenteeism:** All the course activities have set dates to be completed and submitted. After the due dates the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact instructor immediately in case of emergency medical situation.
8. **Course Incomplete/Withdrawal/Grade Appeal:**
All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes the incomplete course activities and the new due dates.

NOTE: The due dates and times for the activities will adhere to the Central Time Zone.

9. Accommodation for Students with Disabilities:

Students with Disabilities: The University of Texas Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Only those students, who an Instructor has received an official Letter of Accommodation (LOA) sent by the Office of ADA for Students, will be provided ADA academic accommodations.

ADA Officer for Students: Mr. Paul Leverington

Address: Mesa Building 4242/4901 E. University, Odessa, Texas 79762

Voice Telephone: 432-552-4696

Email: ada@utpb.edu

10. Computer Skills, Technical & Software Requirements

Students should be able to use MS office and ensure that the Respondus and Webcam work.

Students can use cloud version of Word, PowerPoint and other Microsoft products through use of their UTPB Outlook 365 and UTPB email address. For more information refer to Student Services below or visit: <http://www.utpb.edu/services/ird/information-on-computer-accounts-e-mail/office-365>.

11. External Tools Privacy and Accessibility Statements:

For the accessibility and privacy statements of external tools used within online and blended UTPB courses, please go to https://www.utpb.edu/online/reach/ADA_Privacy.

To obtain software licensing and media for selected Microsoft titles at very low cost through a software agreement visit: <http://www.utpb.edu/services/ird/information-for-students/software-distribution/microsoft-select>.

Computer Technical Requirements:

Information at <http://www.utpb.edu/online/reach/technical-requirements>

Online Student Authentication

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. This course satisfies student authentication by

- **Presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor)**

*Approved photo identifications are: passports, government issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Using LockDown Browser & Respondus Monitor for Online Exams

This course requires the use of LockDown Browser and Monitor for all online exams. Watch this short video (<http://www.respondus.com/products/lockdown-browser/student-movie.shtml>) to get a basic understanding of LockDown Browser and Monitor.

Download and install LockDown Browser from this link:

<http://www.respondus.com/lockdown/download.php?id=841715130>

To take an online test, open LockDown Browser which opens Canvas and navigate to the exam. (You cannot access the exam with a standard web browser.)

When taking an online exam, follow these guidelines:

- Setup web cam for exams using Monitor.
- Ensure you're in a location where you won't be interrupted.
- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices.

- Remain at your desk or workstation for the duration of the test.
- 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.

Preparation for Emergencies

Computer Crash: Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact: If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call instructor, and leave message regarding connectivity loss and contact information.

Lost/Corrupt/Missing Files: You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete. Another way to find the course evaluations is through the my.utpb.edu account.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Topics to be covered

Chapter 1 Strategy Development and the Strategic Mind-Set

Chapter 2 Understanding the Strategic, Business and Marketing Planning Process

- Chapter 3 the Challenge of a Competitive Marketplace
- Chapter 4 Step 1: Conducting the Internal/External Assessment
- Chapter 5 Step 2: Creating the Mission, Vision and Critical Success Factors
- Chapter 6 Step 3: The Strategy/Action Match
- Chapter 7 Step 4: Determining Marketing Actions
- Chapter 8 Step 5: Integration of the Marketing Plan with the Business Plan and the Strategic Plan
- Chapter 9 Step 6: The Approval and Monitoring Process
- Chapter 10 Conclusion

Time Management:

A student should expect to spend three hours on preparation and learning assignments for every semester credit hour. If a class is a 3-semester credit hour class, it is expected that a student should spend about 9 hours out of class on assignments in addition to 3 hours of in-class time for a total of about 12 hours per week to obtain an "A" in a class. It is important to develop a Time Management Plan to be successful.

Copyright Statement:

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-2630 http://www.utpb.edu/academics/undergraduate-success/TSAAD
Advising	UTPB E-Advisor at http://cas.utpb.edu/academic-advising-center/e-advisor/
Bookstore	(432) 552-0220 http://www.bkstr.com/texas-permianbasinstore/home
Email, Outlook 365, my.utpb.edu	Information Resources Service http://www.utpb.edu/services/ird
Financial Aid and Scholarship	(432) 552-2620 http://www.utpb.edu/campus-life/financial-aid
Library	(432) 552-2370 The J. Conrad Dunagan Library Online at http://library.utpb.edu/
Registrar	(432) 552-2635 http://www.utpb.edu/services/academic-affairs/office-of-the-registrar
Student Services	http://www.utpb.edu/campus-life/studentactivities/student-senate/committees/student-affairs
Technical Support	Canvas 1-866-437-0867 https://guides.instructure.com/
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness for online course).

	<p>Student Success Center:</p>
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<http://www.utpb.edu/academics/undergraduate-success/success-center>

Do and Don'ts in the online class:

1. Plagiarism:

Make sure you learn something's about plagiarism, not knowing enough is not a reason for you to be condoned. There is enough material about plagiarism on the net and as a student you should be aware that all work should be cited in the document and also in a bibliography. All submissions are automatically run through the plagiarism check software, and a report is generated for us. The project is on a new company you may need to develop for the purposes of this class. Make sure you submit a bibliography for the project. Pls see this website: <http://www.utpb.edu/campus-life/dean-of-students/student-conduct/section-1-3>. Anti-plagiarism software such as Turnitin or SafeAssign is a standard method the UTPB uses to control for plagiarism.

2. No telephone calls during the semester, it is an online course, so I may not be available to take calls.

3. Discussion Board:

No cut and paste job on the Discussion boards. The discussion boards are like class discussions, you don't read from a book or article when discussing in class. If you use info from an article you may like to refer to it, and that is ok.

4. Exam reset/Internet problems:

If you have problem with your exam or accessing the lockdown browser you need to contact support immediately. If you are kicked out of your exam and did not finish, do not contact the instructor first. Your first step is to file a trouble ticket. If the REACH department can help you with your problem they will, otherwise the instructor will investigate your problem. Failure to file a ticket will result in the exam not being reset and the grade that was originally given will stand. Your instructor will not step in to help assist in the matter until you have filed a ticket. If you experience a power outage you

will need to contact your service provider and receive documentation of the outage and supply the documentation to your instructor. Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes. You are to check your equipment before you began the exam to ensure this does not happen. You can file a ticket at:

<http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8376>

5. The University of Texas of the Permian Basin (UTPB) maintains policies and procedures to ensure that each student who registers for a distance or correspondence course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to authenticate student identity by employing at least two methods of verification. To access online courses students must login to the Blackboard learning management system to establish their identity by using their unique personal identifying username login and a secure password.
6. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty and academic program. This course satisfies the second method of student authentication by Synchronous/asynchronous video activities against an approved photo ID; LockDown Browser.