**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: HLAD 4336 VC01 – Health Care Marketing

**Campus**

: WBUonline >>

**Term/Session**

**:** Fall 2nd8weeks 2025

**Instructor**

**:** Mrs. Pamela Landis

**Office Phone Number:**

(940) 696-0404

**WBU Email Address**

**:** landisp@wbu.edu

**Office Hours, Building, and Location**

**:** Monday – Thursday 8:00 a.m. CST to 5:00 p.m. CST

Instructor will monitor email Monday – Saturday 8:00 a.m. to 8:00 p.m. CST

**Class Meeting Time and Location**

**:** WBU online via Blackboard as stated in syllabus

**Catalog Description**

**:**

The emergence of marketing in the health care sector, consumer orientation, specific areas of health care marketing technique, marketing research and information systems, marketing plan and strategy development.

**Prerequisite:**

None

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Health Care Market Strategy: From Planning to Action | Hillestad/Berkowitz | 5th | 2020 | Jones & Bartlett | 9781-28415-0407 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** NONE

**Course Outcome Competencies**

**:**

* Explain the difference between strategic, tactical, and operational planning in health care and explain how they affect marketing.
* Relate how marketing has changed and how health care marketing is different from marketing in other industries.
* Define the strategic planning process for marketing through discussion of vision, mission, goals, objectives, and tasks and how they relate to one another.
* Relate the importance of having the actions taken in marketing implementation match the strategy of the organization.
* Demonstrate how to effectively monitor the marketing plan.

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** **No use of any generative AI tools permitted.**

* + 1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
    2. All assignments must be fully created, designed, and prepared by the student(s).
    3. Any work that uses generative AI will be treated as plagiarism.

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

Grading Criteria:

Participation in Discussion Board 70%

Paper 20%

Final Exam 10%

Grading Scale:

100 – 90 A

89-80 B

79-70 C

69-60 D

Below 60 F

W= Approved Withdrawal

FP= Approved Wirthdrawal Passing

WF= Withdrawal Failing

I= Incomplete

Class Participation: Class participation is a very important part of education. This requires active class participation.

Other Important Information:

1. Assignments are due on the deadlines given when the assignment is posted.
2. Late assignments will not be accepted.
3. Written work, including term paper, is graded on the basis of content first, but also on the quality of grammar and punctuation.
4. All written assignments should be 12-point type, double-spaced, and using APA Manuscript Writing Style.
5. Questions concerning grades received should be resolved within one week after the assignment has been returned.
6. Unless noted as a group assignment, all work should be original work of the individual student.
7. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.
8. Students will need to use the internet to access some assignments.
9. Always contact the professor if you need assistance.

Term Paper: Students will complete one research paper for this class. The paper should be a minimum of five pages of content, excluding the coversheet, abstract, and reference page, and should utilize at least five scholarly, peer-reviewed references. Papers must utilize APA format. Topics for papers must also be pre-approved by the professor. USE OF PAPERS OR INFORMATION FROM PAPERS SUBMITTED TO OTHER PROFESSORS IS PROHIBITED AND WILL RESULT IN FAILURE OF THE ASSIGNMENT AND POSSIBLE ACADEMIC CONSEQUENCES REGARDING ACADEMIC HONESTY.

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Tentative Schedule**

Will be given to students in Blackboard on the first day of class.

**Additional Information**

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that while you are a student, you are also teaching the class things that your education and experiences have taught you.

“This class will adhere to zero tolerance for using someone else’s work as your own.”

Students are responsible for reading, understanding, obeying and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study. >