



**VIRTUAL CAMPUS
SCHOOL OF BUSINESS**

SYLLABUS

- 1. 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.
- 2. Course:** HLAD 4336 – VC01, Health Care Marketing
- 3. Term:** Spring 2018
- 4. Instructor:** Mr. John C. Phelps II
- 5. Office Phone Number and WBU Email Address:** (806) 445-4134
john.phelps@wayland.wbu.edu
- 6. Office Hours, Building, and Location:** Virtual Office Hours- Will access email 2X daily
- 7. Class Meeting Time and Location:** Online instruction on Blackboard
- 8. 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.
- 9. Prerequisites:** None
- 10. Required Textbook and Resources:**

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Health Care Market Strategy</u>	Hillestad	4th	2013	Jones & Bartlett	9780-76378-9282

- 11. Optional Materials:** None
- 12. Course Outcome Competencies:** Upon completion of the course, the student should be able to:
 - Explain the difference between strategic, tactical, and operational planning in health care and explain how they affect marketing.
 - Describe the marketing planning process.
 - Discuss how marketing has changed and how health care marketing is different from marketing in other industries.
 - Restate the steps involved in conducting internal as well as external market assessments in health care.

- Express the strategic planning process for marketing through discussion of vision, mission, goals, objectives, and tasks and how they relate to one another.
- Discuss the importance of having the actions taken in marketing implementation match the strategy of the organization.
- Recognize the value of having the marketing plan match the strategic plan.
- Demonstrate how to effectively monitor the marketing plan.

13. Attendance Requirements: Attendance is very important to your success in this class. This “attendance” involves completion of assignments in a timely manner as well as timely participation in Discussion Board. Tests may be made up (with a penalty of 20% per day for lateness), and the paper will have a 20% penalty per day for lateness as well; but no other aspect of this course may be made up at a later date. Meeting deadlines is very important. In the event of a missed assignment or activity, it is the student’s responsibility to contact the instructor. Absences will affect your grade. Missing more than 25% of the assignments will result in a failing grade for the course.

14. Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

15. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”

16. Course Requirements and Grading Criteria:

Grading Criteria:

Participation in Discussion Board	60%
Paper	20%
Midterm	10%
Final	10%

Grading Scale:

100-90	A
89-80	B
79-70	C
69-60	D
Below 60	F

W=	Approved Withdrawal
WP=	Approved Withdrawal Passing
WF=	Withdrawal Failing
I=	Incomplete

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

Other Important Information:

1. 1. Assignments are due on the deadlines given when the assignment is posted.
2. Late assignments will not be accepted.
3. Written work, including the 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.

Discussion Board Forum: The weekly discussion board assignments are to be completed no later than each Sunday by 1159 p.m. CST of the assigned week. You must make at least three substantive contributions per week to the threaded discussion. Respond to some or all of the starter questions or other responses from your classmates to make at least 3 posts. You can either support or refute the observations or hypothesis presented.

Article Presentations: To better understand and participate in the stages of the study of health care marketing, students will be required to post examples of relevant articles on Blackboard. The required format for the articles will be provided on Blackboard.

Exams: A mid-term exam will be given the 5th week of class and the final exam given on the last week of this course. Late submissions will not be accepted for exams.

Term Paper: An in-depth term paper project must also be developed on an approved topic encompassing extensive library and Internet research. Topics for papers must be pre-approved by the professor. All papers must be written using the current APA citation and style guidelines. The paper should be a minimum of five pages of content, excluding cover sheet, abstract and references, and should utilize at least ten scholarly references. A simple compilation of the authoritative works on a subject will be necessary but insufficient to properly complete the project. A thorough analysis of the subject must be made with conclusions developed by the student. This paper is due no later than the tenth week of the scheduled term and will be worth 20% of the student's final grade. The paper will be submitted via SafeAssignment and via e-mail.

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 Executive Vice President/Provost 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.

17. Tentative Schedule: (Calendar, Topics, Assignments)

Week	Materials Covered
1 Monday 26-FEB-18	Introduction Syllabus review Discussion Board Forum: Chapters 1 and 2 through direct questions
2 Monday 5-MAR-18	Discussion Board Forum: Chapter 3 through article submissions
Monday 12-MAR-18	<u>Spring Break</u>
3 Monday 19-MAR-18	Discussion Board Forum: Chapter 4 through direct questions Term Paper Topic Due
4 Monday 26-MAR-18	Discussion Board Forum: Chapter 5 through direct questions Term Paper Outline Assignment Discussed
5 Monday 2-APR-18	Mid-term Exam due Apr. 8, 1159 p.m. CST Term Paper Outline Due
6 Monday 9-APR-18	Discussion Board Forum: Chapters 6 and 7 discussions through direct questions
7 Monday 16-APR-18	Discussion Board Forum: Chapter 8 discussion through article submissions
8 Monday 23-APR-18	Discussion Board Forum: Chapter 9 discussion through direct questions
9 Monday 30-APR-17	Discussion Board Forum: Chapter 10 discussion through direct questions
10 Monday 7-May-17	Final Exam due May 13, 1159 p.m. CST Term Paper due May 13, 1159 p.m. CST
11 Monday 14-MAY-17	Course overview

18. Additional information as desired by the faculty member.

This syllabus is not a binding contract between the Professor and the Student. It is subject to change whenever the Professor deems the change will improve the course.

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 that which 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.”