



**WAYLAND BAPTIST UNIVERSITY  
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: Winter
4. Instructor: Donald “BLAIN” Claypool
5. Office Phone Number and WBU Email Address: 702-372-6443 [donald.claypool@wayland.wbu.edu](mailto:donald.claypool@wayland.wbu.edu)
6. Office Hours, Building, and Location - 7pm – 8pm EST M, T,Th
7. Class Meeting Time and Location: Assignments begin Monday of week and are due the following Sunday by 9 a.m. EST. Please review the material at the beginning of the week, as some weeks will have multiple posting dates to ensure ongoing conversation.
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#	UPDATED
Health Care Market Strategy	Hillestad	4th	2013	Jones & Bartlett	9780-76378-9282	8/26/14

11. Optional Materials:
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 progressed in health care and how health care marketing is different from marketing in other industries.
  - Comprehend the process 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 in addition to operations and financial budgeting/forecasting.
- Demonstrate how to effectively monitor the marketing plan.
- Demonstrate the ability to assess a marketing plan for strengths and weaknesses and effectively describe modifications necessary based on market force changes
- 

13. Attendance Requirements: Students will access Blackboard on at minimum weekly basis to ensure that any announcements are read and in case of assignment modifications. The course week will be on Monday of the week with assignments due no later than the following Sunday 9 pm. EST. Please review the material at the beginning of the week, as some weeks will have multiple posting dates to ensure ongoing conversation. Students will post in the online discussion board at minimum weekly to receive classroom participation recognition and attendance component of the classroom scoring.

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:

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.

Grading Criteria:

Positive Participation in Class	10%
Chapter Questions	20%
Discussion Boards	10%
Midterm	20%
Final Case Study	20%
Final	20%

If the midterm and/or final are not completed, the student will not receive credit for the course.

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

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

Week 1	Introduction Syllabus review Chapters 1 Discussion questions
Week 2	Chapters 2 and 3 Discussion questions Discussion board response re: Customer view vs organization in health care
Week 3	Chapters 4 and 5 Discussion questions Identify one article or business case study relating to the impact of the internal or external environment on an organizations mission or vision
Week 4	Chapters 6 Discussion questions Discussion Board response re: Strategy and Action dissonance
Week 5	<b>Mid-term exam</b>
Week 6	Chapter 7 Discussion questions Discussion response
Week 7	Chapter 8&9 Discussion questions Discussion response re: Changing course, when and how
Week 8	Chapter 10 Discussion questions Discussion response re: Tie it all together
Week 9	Case discussion Capstone online discussion: Relevancy and timing
Week 10	<b>Case Study Paper due</b>

**Week 10      Final Exam Assigned Due Last Friday of Term**

Instructor 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 that which your education and experiences have taught you.

18. Additional information as desired by the faculty member.

I have spent my career teaching up and coming Health Administration professionals, it is clearly the most rewarding aspect of my career. I have learned over time the best students are the ones who listen, analyze, and question. We will have this course build on itself over the weeks we are together. The course will be as dynamic or static as you choose to make it. Active weekly discussions will allow us to explore outside of the textbook and into the professional field. I look forward to a positive experience and promise to also be a good student while I learn from each of you to determine how best to teach you and have you obtain the knowledge that will advance your career and academic goals.

Please note I am NOT a professor. You may address me as Blain or Mr. Claypool, however you are most comfortable. I am most comfortable with Blain.