# "WBUlogo"

Campus Name

School of Business

# 2. UNIVERSITY MISSION STATEMENT

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

# 3. COURSE NUMBER & NAME:

HLAD 4336-VC01, Health Care Marketing

# **4. TERM**:

Summer, 2018

# **5. INSTRUCTOR**:

Mr. John C. Phelps II

# **6. CONTACT INFORMATION**:

WBU Email: john.phelps@wayland.wbu.edu

Cell phone: 806-445-4134

# **7. OFFICE HOURS, BUILDING & LOCATION**:

 Virtual Office Hours- Will access email 2X daily

# **8. COURSE MEETING TIME & LOCATION**:

Online Instruction on Blackboard

# **9. 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.

# 10. PREREQUISITE:

None

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Health Care Market Strategy  | Hillestad | 4th | 2013 | Jones & Bartlett | 9780-76378-9282 | 8/26/14 |

# 12. OPTIONAL MATERIALS:

None

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* 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.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & 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.

# **16. 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.

# **17. 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. 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.

**17.1 Include Grade Appeal Statement:** “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/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.”

# 18. TENTATIVE SCHEDULE

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| --- | --- |
| **Week** | **Materials Covered** |
| **1****Monday****28-MAY-18** | **Introduction****Syllabus review****Discussion Board Forum:** **Chapters 1 and 2 through direct questions** |
| **2****Monday****4-JUN-18** | **Discussion Board Forum:** **Chapter 3 through article submissions** |
| **3****Monday****11-JUN-18** | **Discussion Board Forum:** **Chapter 4 through direct questions****Term Paper Topic Due** |
| **4****Monday****18-JUN-18** | **Discussion Board Forum:** **Chapter 5 through direct questions****Term Paper Outline Assignment Discussed** |
| **5****Monday****25-JUN-18** | **Mid-term Exam due Jul. 1, 1159 p.m. CST****Term Paper Outline Due** |
| **6****Monday****2-JUL-18** | **Discussion Board Forum:** **Chapters 6 and 7 discussions through direct questions** |
| **7****Monday****9-JUL-18** | **Discussion Board Forum:** **Chapter 8 discussion through article submissions** |
| **8****Monday****16-JUL-18** | **Discussion Board Forum:** **Chapter 9 discussion through direct questions** |
| **9****Monday****23-JUL -18** | **Discussion Board Forum:** **Chapter 10 discussion through direct questions** |
| **10****Monday****30-JUL -18** | **Final Exam due Aug. 5, 1159 p.m. CST****Term Paper due Aug. 5, 1159 p.m. CST** |
| **11****Monday****6-AUG-18** | **Course overview** |

# 19. ADDITIONAL INFORMATION

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.”