# Wayland Logo

Virtual Campus

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, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

HLAD 4336-VC01, Health Care Marketing

# **4. TERM**:

Summer, 2020

# **5. INSTRUCTOR**:

Robert Y. Copeland, FACHE

# **6. CONTACT INFORMATION**:

Office phone: (806) 724-8157

WBU Email: Robert.copeland@wayland.wbu.edu

Cell phone: (806) 724-8157

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

Virtual Office Hours—will access email 3x daily, and students may call anytime between 7:00 a.m. and 7:00 p.m. CST

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

Meeting day & time: Asynchronous 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: From Planning to Action | Hillestad/Berkowitz | 5th | 2020 | Jones & Bartlett | 9781-28415-0407 | 7/10/19 |

Note: VitalSource etextbook

Please keep in mind that VitalSource has to work with publishers to get your copy so check your Wayland email daily. A link may be provided in just a few hours, or it may take a few days.

# 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.
* 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.

# 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 instructor if you need assistance.**

**Article Presentations: In order 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.**

**Term Paper: Students will complete on research paper for this class. The paper should be a minimum of five pages of content, excluding coversheet, abstract and references, and should utilize at least 5 high quality primary references. Papers must utilize APA format. Topics for papers must also be pre-approved by the instructor.**

**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

May 25 Term Begins (Memorial Day—No Class)

May 26 Introductions

Syllabus review

June 1 Chapters 1 and 2 discussion through direct questions

June 8 Chapter 3 discussion through article submissions

June 15 Chapter 4 discussion through weblog submissions

June 22 Chapter 5 discussion through supplemental reading

Term paper outline discussed

June 29 Midterm Exam

Term paper outline due

July 6 Chapters 6 & 7 discussion through direct questions

July 13 Chapter 8 discussion through article submissions

July 20 Chapter 9 discussion through weblog submissions

July 27 Chapter 10 discussion through supplemental reading

August 3 Final Exam

Term papers due

# 19. ADDITIONAL INFORMATION

STATEMENTS:

Instructor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns curing 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.