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Spring 2015

HSPM 7030 - Healthcare Marketing and Strategic Planning

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**Georgia Southern University
Jiann-Ping Hsu College of Public Health**

**HSPM 7030: Healthcare Marketing and Strategic Planning
Spring 2015**

<u>Instructor:</u>	Samuel Opoku
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<u>Office Hours:</u>	Tuesdays & Thursdays 8 AM – 12 PM Other times by appointment
<u>Class Meets:</u>	Tuesday/Thursday 2 - 3:15 PM Education Building 3152

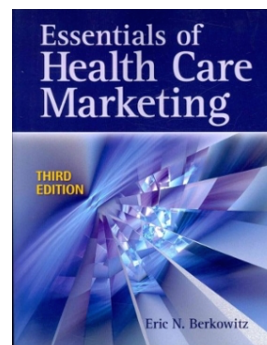
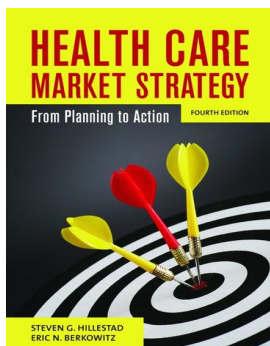
Catalog Description. The course offers an introduction to strategic planning and management in health services organizations. Processes and formats employed in strategic planning and marketing are presented and applied in case studies and a final project. Elements of market assessment, environmental analysis and strategy development are presented and applied to course practices.

Course Credit: This is a three-credit hour course.

Course Delivery Platform: Face to face Tuesdays and Thursdays 2:00 - 3:15pm, Education Building 3152

Required Textbook: Essentials of Health Care Marketing. Third Edition 2011 by Eric Berkowitz, PhD. Publisher: Jones & Bartlett Learning. ISBN: 978-0763783334

Secondary Textbook: Health Care Market Strategy. Fourth Edition, 2013 by Steven Hillestad PhD and Eric Berkowitz, PhD. Publisher: Jones & Bartlett Learning. ISBN: 9780763789282



Core Competencies: At the completion of the MHA degree program, all students will be able to:

1. Analyze the structuring, marketing, positions, and governing health organization in order to achieve optimum performance.
2. Evaluate the financial management of health organizations and implication.
3. Compare the leadership, interpersonal relations, conflict and change management, and written and oral communications skills needed by health organizations.
4. Analyze managing human resources and health professionals in diverse organizational environments (e.g., hospitals, clinics, home health agencies, insurers, pharmaceutical firms).
5. Analyze managing information including the collection, the statistical and non-statistical analysis, and summarizing management and health data for decision-making.
6. Evaluate economic analysis to support decision-making.
7. Apply legal and ethical analysis to business and clinical decision-making.
8. Analyze government health policy formulation, implementation, and evaluation.
9. Compare assessment and understanding of the health status of populations, determinants of health and illness, and health risks and behaviors in diverse populations.
10. Evaluate the management of change in health care organizations in diverse communities drawing broadly on the social and behavioral sciences.
11. Compare quality assessment of both business practices and health care delivery focusing on outcomes measurements, process/outcome relationships, and methods for process improvement.

Course Objectives: At the completion of this course the student will be able to:

1. Describe the role of the governing authority in establishing policy, providing management direction for the organization, achieving organizational goals, establishing standards for quality of care, selecting and hiring the CEO and approving the budget (1, 3).
2. Describe how to define and implement the corporate marketing strategic plan (1, 3, 5).
3. Describe the process of developing the strategic plan (1,11).
4. Describe the between operational and long range planning (5).
5. Describe the difference between a cost-leadership strategy, differentiation strategy, and a focus strategy in marketing (5).
6. Describe the methods of measuring customer satisfaction (11).
7. Describe the difference between a push strategy and a pull strategy (6).
8. Compare the relationship between the strategic plan and the master facility plan (6).

9. Analyze regulations and governmental policies that affect healthcare organizations (8).
10. Compare antitrust regulations as they apply to the merger, consolidation, or acquisition of competitor healthcare organizations (7, 8).
11. Describe what constitutes violation of antitrust laws for healthcare organizations (7, 8).
12. Analyze the significant demographic and technological trends affecting healthcare organizations (9, 10).
13. Compare how the organization's mission and vision statements reflect its approach to ethics (7).
14. Describe the ability to develop and use analytical and statistical models and decision support systems for evaluating information and decision alternatives (5, 6, 7).
15. Analyze how future trends may impact the healthcare industry (2, 5, 6).
16. Describe how forecasting is used (3, 5).
17. Describe the principle of competitive advantage (1, 11).

MHA Student Learning Outcomes: At the end of the MHA program, students will be able to:

1. Analyze and evaluate the financial management of health organizations including structuring, marketing, and governance.
2. Evaluate the management of change in health organizations.
3. Conduct and interpret relevant health administration research using appropriate research designs and analytic techniques.
4. Communicate health services administration principles and concepts to lay and professional audiences through both oral and written communication.

Overview of the Content to be Covered During the Semester:

Week	Date	Topic	Readings	Assignment
1	Jan 12 - 16	Review of Class		
2	Jan 19 - 23	Meaning of Marketing	Chapter 1	
3	Jan 26 - 30	Marketing Strategy	Chapter 2	
4	Feb 2 - 6	Environment of Marketing Strategy	Chapter 3	
5	Feb 9 - 13	Buyer Behavior	Chapter 4	Quiz1
6	Feb 16 - 20	Marketing Research	Chapter 5	
7	Feb 23 -27	Market Segmentation	Chapter 6	Assignment 1 Due
8	Mar 2 - 6	Developing Customer Loyalty	Chapter 7	
9	Mar 9 - 13	Product Strategy	Chapter 8	Quiz 2
10	Mar 16 - 20	Spring Break	No class	
11	Mar 23 - 27	Price	Chapter 9	Assignment 2 Due
12	Mar 30 – Apr 3	Distribution	Chapter 10	
13	Apr 6 -10	Promotion	Chapter 11	Quiz 3
14	Apr 13 -17	Advertising	Chapter 12	
15	Apr 20 - 24	Sales and Sales Management	Chapter 13	Case Study Due
16	Apr 27 – May 1	Controlling and Monitoring	Chapter 14	
17		Final examination		

Grading, Course Conduct, and Assignments:

Samples of your work may be reproduced for research purposes and/or inclusion in the professor's teaching portfolio. You have the right to review anything selected for use, and subsequently ask for its removal.

Philosophy: This course is designed in a way that may be quite different than other courses that you have been exposed to because you will be asked to think critically about the subject matter throughout this semester. All of our activities will focus on helping you to better understand the logic of service management, human resources, and governance. You will begin to think like a healthcare administrator, like a rational human resources manager, like a rational healthcare employee, and like a rational consumer. You will be asked to continually engage your mind during class and while preparing for class. The textbooks will be used as a general resource for the course.

Class participation: Class participation is an integral part of the learning process. Students will be expected to remain current with the readings, contribute to discussion of the week's topics, ask questions, make comments, and agree/disagree with the instructor. You must come to class prepared (read chapter and other readings for the week before class) to discuss issues, prepared and present to the class if called upon.

Quizzes: There will be 3 quizzes and a final in the course. The quizzes may utilize a variety of testing methods to include multiple choice, true and false, short answer and short essay. Information for the quizzes will come from the main points/topics in the text, lectures, and reading assignments. These assignments cover Course Objectives 1-17.

Case Study: There will be one case study in this course. Students are expected to utilize their knowledge of concepts learned in solving the problem. Related life experiences can also be incorporated. Please limit your submission to 5 pages. The case study will be worth 20 points

Attendance: Federal regulations require attendance be verified prior to distribution of financial aid allotments. Attendance will be recorded and it will be difficult for you to do well in this course without attending on a regular basis.

Make-Up Policy: Late assignments will not be accepted. If you are aware ahead of time that you will be missing a class when an assignment is due, it is your responsibility to notify the instructor and turn in the assignment on time. Electronic submission is acceptable. Extenuating circumstances will be considered on a case-by-case basis.

Grading Scale:

A	90 - 100%
B	80 - 89%
C	70 - 79%
D	60 - 69%
F	0 - 59%

Evaluation	Learning Objectives	Percent of Grade
Quizzes (3)	1-17	60%
Final	1-17	20%
Assignment & Case Study		10%
Attendance & In-Class Participation		10%
Total		100 %

NO EXTRA CREDIT PROJECTS WILL BE ASSIGNED

Academic Integrity: Students are expected to follow guidelines outlined in the *Student Conduct Code 2013-2014* policy regarding academic dishonesty. Any student found in violation of academic honesty will receive a grade of 'F' for the course. It is the student's responsibility to familiarize him/herself with the student policies and expectations set forth in the *GSU Student Conduct Code 2013-14*. The handbook can be found at <http://deanofstudents.georgiasouthern.edu/conduct/wp-content/uploads/sites/3/2013-2014-SCC-8.19.13.pdf>. You are also expected to follow guidelines set forth in the entire JPHCOPH Student handbook: <https://docs.google.com/file/d/0B2ms15eoGveqOHIEUW53X0ZSWVE/edit>

Academic Misconduct:

Academic Misconduct according to GSU's policy includes (but is not limited to):

Cheating

- a) submitting material that is not yours as part of your course performance;
- b) using information or devices that are not allowed by the faculty;
- c) obtaining and/or using unauthorized materials;
- d) fabricating information, research, and/or results;
- e) violating procedures prescribed to protect the integrity of an assignment, test, or other evaluation;
- f) collaborating with others on assignments without the faculty's consent;
- g) cooperating with and/or helping another student to cheat;

h) demonstrating any other forms of dishonest behavior.

Plagiarism

Plagiarism is defined as, “*appropriating and putting forth as one’s own the ideas, language, or designs of another*” (The Living Webster, 1975), and it is strictly forbidden. Written and oral presentations must be a student’s own work. Students plagiarizing or cheating in any form will face disciplinary action which could result in failure of this course, or suspension or expulsion from the University. Copying from written materials, presentations, websites, etc. without source acknowledgement and reference is plagiarism. *Read it, appreciate it, learn from it, and make sure you source it – and then reflect it with your own thoughts and words!*

Plagiarism according to GSU’s policy includes (but is not limited to):

- a) directly quoting the words of others without using quotation marks or indented format to identify them;
- b) using sources of information (published or unpublished) without identifying them;
- c) paraphrasing materials or ideas without identifying the source;
- d) unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic material.

If you are uncertain about what constitutes plagiarism, please contact the Instructor. If you are accused of either cheating or plagiarism by a JPHCOPH faculty, the policy, as per the Student Affairs website

(<http://deanofstudents.georgiasouthern.edu/conduct/resources/faculty/academic-dishonesty/>) will be enforced.

PROCEDURES FOR ADJUDICATING ACADEMIC DISHONESTY CASES

First Offense - In Violation Plea

1. If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, the professor should contact the Office of Judicial Affairs to determine if this is a first violation of academic dishonesty. The incident will be reported via the following website:

<http://students.georgiasouthern.edu/judicial/faculty.htm>

2. If it is a first violation, the professor should talk with the student about the violation. **If the student accepts responsibility in writing and the professor decides to adjudicate the case, the following procedures will be followed:**

- a. The student will be placed on disciplinary probation for a minimum of one semester by the Office of Judicial Affairs.
- b. The student will be subject to any academic sanctions imposed by the professor (from receiving a 0 on the assignment to receiving a failing grade in the class).
- c. A copy of all the material involved in the case (Academic Dishonesty Report Form and the Request For Instructor to Adjudicate Form) and a brief statement from the

professor concerning the facts of the case and the course syllabus should be mailed to the Office of Judicial Affairs for inclusion in the student's discipline record.

First Offense - Not In Violation Plea (student does not admit the violation)

If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, the professor should contact the Office of Judicial Affairs to determine if this is the first or second violation of academic dishonesty. The student will be charged with academic dishonesty and the University Judicial Board or a University Hearing Officer would hear the case. If the student is found responsible, the following penalty will normally be imposed:

- a. The student will be placed on Disciplinary Probation for a minimum of one semester by the Office of Judicial Affairs.
- b. The student will be subject to any academic sanctions imposed by the professor.

Second Violation of Academic Dishonesty

If the professor and the Dean of Students agree that the evidence is sufficient to warrant a charge of academic dishonesty, and if it is determined this is the second violation, the student will be charged with academic dishonesty and the University Judicial Board or a University Hearing Officer would hear the case.

If the student is found responsible, the following penalty will normally be imposed:

- a. Suspension for a minimum of one semester or expulsion.
- b. The student will be subject to any academic sanctions imposed by the professor.

NOT RESPONSIBLE FINDING

When a student is found not responsible of academic dishonesty, the work in question (assignment, paper, test, etc.) would be forwarded to the Department Chair. It is the responsibility of the Department Chair to ensure that the work is evaluated by a faculty member other than the individual who brought the charge and, if necessary, submit a final grade to the Registrar. For the protection of the faculty member and the student, the work in question should not be referred back to the faculty member who charged the student with academic dishonesty.

In the case of a Department Chair bringing charges against a student, an administrator at the Dean's level will ensure that the student's work is evaluated in an appropriate manner.

CONFIDENTIALITY

In accordance with provisions of the Family Educational Rights and Privacy Act of 1974 and the Georgia Open Records Act, any information related to a violation of academic dishonesty or the outcome of a judicial hearing regarding academic dishonesty, is prohibited and must be treated as confidential by members of the faculty."

Academic Handbook: Students are expected to abide by the Academic Handbook, located at <http://students.georgiasouthern.edu/sta/guide/>. Your failure to comply with any part of this Handbook may be a violation and thus, you may receive an F in the course and/or be referred for disciplinary action.

**University Calendar
for the Semester:**

The University Calendar is located with the semester schedule, and can be found at:
<http://www.collegesource.org/displayinfo/catalink.asp>.

Final Notes:

The contents of this syllabus are as complete and accurate as possible. The instructor reserves the right to make any changes necessary to the syllabus and course material. The instructor will make every effort to inform students of changes as they occur. It is the responsibility of the student to know what changes have been made in order to successfully complete the requirements of the course.

Samples of your work may be reproduced for search purposes and/or inclusion in the professor's teaching portfolio. You have the right to review anything selected for use, and subsequently ask for its removal.