COURSE DESCRIPTION: This course centers on the principles of marketing in today’s healthcare organizations. The focus is on the marketing issues, needs, challenges and constraints not found in consumer and/or business-to-business marketing. Attention will be directed to:

1. Presenting healthcare marketing studies that will provide the opportunity to analyze situations from a healthcare marketing perspective, apply traditional and contemporary marketing concepts and skills and develop market analyses and plans appropriate for healthcare providers within 21st century healthcare organizations.

2. Reinterpreting traditional healthcare marketing techniques that seek to control audience exposure to a message and discovering risks and benefits of digital strategies which seek to impart control to the individual.

3. Becoming familiar with new terminology of the information marketing age: silos, persistent incentives, community relations, community benefit reporting, relationships with stakeholders, touch-points, branding, and transparency.

4. Exploring new technology methods i.e. virtual healthcare settings, user generated content, social networks and decision support tools to address dilemmas in the shifting healthcare market.

5. Investigating application of Web 2.0 features to healthcare – ratings, smart search, discussion boards, social networking, search engine optimization, shopping tools for insurance and health products.

6. Analyzing the integration of healthcare systems that change the way healthcare is marketed versus single institution marketing.

7. Further developing the student’s presentation skills and information delivery methods based on the science and art of the presentation.

COURSE OBJECTIVES: At the completion of the course, the student will be able to:

1. Understand the essentials of healthcare marketing, balancing practical insight with its complexity and constraints in today’s health arena while challenging the conventional way health care is marketed and delivered.

2. Describe how consumers view healthcare products and services: Including Internet marketing, new media, customer relationship marketing, transparent pricing and quality as a comparative market advantage.

3. Understand market research requirements, its new technology and analytics, and the application of market research in healthcare.
4. Discuss the benefits and challenges of using social marketing to affect consumer lifestyle behavior.
5. Construct an effective marketing strategy and campaign for a healthcare product, program or service based on competitive advantage and sound market positioning.
6. Analyze the ethical and legal issues related to marketing in healthcare organizations.
7. Possess a skill set that demonstrates the ability to work as a team to create an engaging, viable, and multi-media based marketing plan and in communicating those ideas to a larger group in a cogent, interesting and useful manner.

TEACHING METHODS:
Lecture, case study analysis, use and discussion of video materials, guest speakers, service learning project, student presentations and interactive exercises/scenarios will be used to help students achieve the course outcomes.

EVALUATION: Grading rubric for individual and group work will be discussed in first class.

Attendance & Class Participation – Expected
Students are expected to prepare for and contribute to each session. Any class assignments turned in late will be dropped one grade per week it is late. Each group will present a written update weekly on their Service Learning project.

ASSIGNMENT VALUES
All assignments will be sent to instructor in digital format and a “hard copy” print out for all written papers will be given to instructor – all this before the start of class / No exceptions

A. Marketing Plan – Totally New Concept/Idea/Product – 20 points
B. Service Learning Project – 20 points
C. Midterm – 18 points
D. 4 Scenarios – 3 points Each – Total 12 points
E. Presentation Of Chapter – Creative, Interesting, Memorable – Take-aways – Quality Presentation – 15 points
F. Assignment #1 - Develop a creative marketing strategy/plan for a new IT Program – 5 points
G. Marketing Communication Assignment #2 - 5 points
H. Spontaneous Quizzes – 5 points

*** Scheduled Presentations (Chapters Particularly - Dates May Be Changed Due to Time Limitations – Be Flexible)

100 total points

GRADING SCALE
In keeping with LUC policy, students are graded on a scale from A to F. Assignment and final course grades assigned as follows. Grades are not rounded up.

A 94-100%
Not only meets all expectations, but work also consistently contains an impressive level of insight and effort.
A- 92-93.99 *Not only meets all expectations*, but work also contains some unique elements of insight and effort.

B+ 89-91.99 Very good work that meets *all* expectations, but does not attain a unique or consistently impressive level of insight.

B 86-88.99 Meets *most* expectations, but contains some minor problems in quality of work.

B- 84-85.99 Meets *most* expectations but work is incomplete, contains superficial analysis, little evidence of synthesis, and/or has errors in some elements.

C+ 80-83.99 Meets *some* expectations but work is incomplete, contains superficial analysis, little evidence of synthesis, and/or has errors in some elements.

C 77-79.99 Meets *some* expectations but work is incomplete, contains superficial analysis, little evidence of synthesis or scholarship, has errors in some elements, and/or lacks attention to detail.

C- 75-76.99 Meets *few* expectations, contains superficial analysis, little evidence of synthesis or scholarship, has errors in some elements, and/or lacks attention to detail.

D+ 72-74.99 Meets *at least one expectation* but contains significant problems in quality and completeness of work.

D 69-71.99 Meets *at least one expectation* but contains significant problems in quality, completeness and effort of work.

F <68.99 Does not meet graduate coursework expectations.

REQUIRED COURSE MATERIALS:
1. Healthcare Marketing: A Case Study Approach
Author(s): Leigh W. Cellucci; Carla Wiggins; Tracy J. Farnsworth
Also:
2. Navigate Scenarios: Learnscape / Jones and Bartlett Learning / Virtual presentations; Health Care Marketing

RECOMMENDED COURSE MATERIALS:
MM& M: Medical Marketing and Media – present magazine

SAKAI
It is the student’s responsibility to monitor Sakai for Announcements, Course Materials and Discussion Boards on a regular basis.

COURSE EVALUATION EXPECTATION
It is a professional expectation that all students participate in course evaluations to guide ongoing program improvement.
ACADEMIC INTEGRITY STATEMENT
Academic honesty is an expression of an ethic of interpersonal justice, responsibility and care applicable to Loyola University faculty, students and staff, which demands that the pursuit of knowledge in the university community be carried out with sincerity and integrity.
See link below:
http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml
(Undergraduate)

CHANGES
The syllabus, course outline and student presentation schedules are subject to change. If any needs to be modified, students will be consulted and notified well before changes are implemented. Changes will not result in additional assigned work.

OUTLINE of COURSE CONTENT
Reading assignments posted on Sakai under Course Content

January 16
1. Overview of Course
2. Presentation of Service Learning Project – Dr M M Pucci will present Master of Science in Healthcare Quality, Safety, and Information Technology (QSIT) – We will be developing marketing components
3. Expectations of HSM 338– all class presentations will be based on the science and art of presentation and will be videotaped
   A. Learning from the masters
      Duarte, TED presentations, Stephen Few, Visual graphics/ Data visualization/ Infographics
   b. Establishing criteria for excellent presentations
   c. Glance test – audience interpretation
4. Assignment of chapters for student presentation
5. Real life – Healthcare Campaign Analysis – Rush University Medical Center – as time allows
Class to Identify criteria for quality campaign

January 23
1. Foundations of Healthcare Marketing
2. Student(s) Presentation of Chapters 1-2-3
3. Student/team present first week SLP update – one page synopsis
4. Guest presenter: Cayce Mallon- Interim Associate Director, Branding and Communication at University of Illinois Hospital & Health Sciences
5. Analysis of campaign 2 – University of Illinois – as time allows

January 30th
1. Ethics & 5 P’s of Healthcare Marketing (HCM) - Physicians
2. Student(s) Presentation of Chapters 4-5
3. Student/team present SLP update- one page synopsis
4. Scenario – The Video: Staying Relevant – Debriefing
Assessment DUE
5. Analysis of campaign 3 – Northwestern Memorial Hospital – *as time allows*
6. Choice of idea/concept/service for Marketing Plan due – must be approved by instructor.

**EXTRA CREDIT FEB 4TH**

*Guest Speakers Goudie Media - International Media Consultants
This may be switched to the 11th of Feb due to conflict – WILL KEEP YOU POSTED*

February 6
1. 5 P’s of HCM continued – Patients and Payers
2. Student(s) Presentation of Chapters 6-7
3. Student/team present SLP update - one page synopsis
4. Discussion of Assessment #1
5. Analysis of campaign 4 Presence Health Systems *as time allows*

February 13th
1. 5 P’s of HCM continued – The Public and Politics
2. Student(s) Presentation of Chapters 8-9
3. Student team present SLP update - one page synopsis
4. Scenario II – The Video: Patient Engagement – Debriefing
   
   **Assessment DUE**
   
5. Analysis of campaign 5 Cadence Health *as time allows*

February 20th
1. Interpersonal Skills for the Healthcare Professional
2. Student(s) Presentation of Chapters 10-11
3. Student/team present SLP update - one page synopsis
4. **Marketing Assignment #1 DUE:** Task: Develop a creative marketing strategy/plan for a new IT program (program implementation of your choice) that will be instituted within your healthcare organization. Present this in a 2-page paper/2 minute presentation – providing 2 examples of your deliverables – include resources and image identification. The specifics will be discussed further in class.

February 27th
1. Midterm
2. Course feedback
3. Student presentation and campaign catch-up
4. Student/team present SLP update - one page synopsis
5. Discussion of Assessment #2

March 6th
1. Spring Break – No Class

March 13th
1. Teamwork and Leadership / Strategic Actions of the Healthcare Market
2. Student(s) Presentation of Chapters 12-13
3. Student/team present SLP update - one page synopsis
4. GUEST SPEAKER - Liz Andrews
   Senior Vice President - Health Strategies - American Heart Association - Midwest Affiliate
5. Scenario III – Video: Recovery and Retention - Debriefing Assessment DUE
6. Real life - Campaign 6 evaluation – Edward Hospital and Health Services/Elmhurst – as time allows

March 20th
1. Strategic Marketing
2. Student(s) Presentation of Chapter 14
3. Student/team present SLP update - one page synopsis
4. Discussion of Assessment #3
5. Marketing communications assignment #2 Due: Provide a copy of a communication marketing piece for each student (Have a copy for every student / can be a Xeroxed copy). Each student will present their analysis of the marketing communication piece to the class and lead the discussion in depth on its effectiveness, target market, communications objective and additional analytical criteria. You will have no more than 3 minutes to present. Audience participation is a requirement of presentation.
6. Real life - Campaign 7 evaluation – Advocate Health Systems – as time allows

March 25th
Extra Credit - Guest speaker - Kelly Jo Golson, Senior Vice President and Chief Marketing Officer Advocate Health Systems

March 27th
1. The Marketing Plan
2. Student(s) Presentation of Chapter 15
3. Student/team present SLP update - one page synopsis
4. Scenario IV- Video: How Are We Doing – Debriefing Assessment DUE

April 3rd
1. ** Guest Presenter/Webinar
   Brian Davis: System Vice President, Chief Marketing Officer Edward-Elmhurst Healthcare
2. Discussion of Assessment #4
3. Finish Assignment #2 presentations
4. Real life - Campaign 8 evaluation – Loyola Health Systems – as time allows

April 10th
1. Service Learning Final Group Presentations

April 17th
1. No class – Easter break
Assignments

Assignment #1
Develop a creative marketing strategy/plan for a new IT program (program implementation of your choice) that will be instituted within your imaginary healthcare organization. Present this in a 2-page paper/2 minute presentation – providing 2 examples of the deliverables–include resources and image identification.

To help you
1. Answer the 5 W’s
   - Who do you want to communicate to?
   - What do you want to communicate?
   - Where do you want to communicate?
   - When is the best time to communicate?
   - Why do you want to communicate?
2. Identify your audience
3. Describe the tactics you would use to introduce the program
   - i.e. newsletter…
      - A. What would you include in a new employee orientation
      - B. What would you develop for existing staff
4. Provide a timeline for the rollout of the marketing plan

Assignment #2
Provide a copy of a communication marketing piece for each student (Have a copy for every student / can be a Xeroxed copy). Each student will present their analysis of the marketing communication piece to the class and lead the discussion in depth on its effectiveness, target market, communications objective and additional analytical criteria. You will have 3 minutes to present. Audience participation is a requirement of the presentation.

Chapter Presentation
You will have 10-15 minutes to present to the class the key points of your assigned section. The focus here is to teach the class about the material, make it interesting and memorable while providing something they can use as a study guide. You will be presenting in a Power Point Format. The goal is to be creative and engaging. Prepare your material carefully and logically. Tell a story; make sure it has an introduction, main information body and summary. You must create 4 multiple-choice questions that will be asked at the end of your presentation.

Marketing Plan
• This is a team assignment. The marketing plan should follow the outline, which will be provided and discussed in detail.
  The complete document is to be typed, double-spaced, and not to exceed 20 pages in length. (Preferably less)
• The new product or new service for the marketing plan for will be identified at the
assigned class.
The oral presentation should include:
Not only the marketing plan for the product or service that you provide, but also your reasoning for why that particular subject was selected, i.e., the relevance of the topic in healthcare marketing. The goal is to demonstrate strategic thinking and decision-making
- Due the last day of class.
Instructions:
• You should identify a healthcare marketing strategy situation. Instructor must approve of project.
• The project should focus on marketing STRATEGY decision making in a specific healthcare organization or product.
• You should pick an organization or product that you are interested in or wish to work for. Don’t focus on too big of a project: product, program, or service.
The marketing plan is both a written and an oral multi-media presentation. It will be both peer (10%) and instructor evaluated (90%).

**Service Learning Project:**
This is a team assignment. Must include initial research, project development, deliverables, and evaluation of project.
More to be discussed during first class – Dr Pucci will discuss possibilities and guidelines for development and delivery of the QSIT project.