



Healthcare Marketing and Development

HCA405

Southwestern College Professional Studies

COURSE SYLLABUS

I. Course Catalog Description

A major challenge for marketing healthcare services is the diversity of customers for the same types of services with differing expectations. Learners study marketing theories, strategies, ethics, legal requirements, and practices applied to multiple healthcare markets including consumers, referral agents, and payers. Learners also explore marketing to and making application for funding from organizations and individuals that grant or donate funds to underwrite services for populations with limited or no financial resources. Prerequisites: HCA 280 and HUM 201. Prior study of professional communication recommended.

II. Required and Supplementary Instructional Materials

Cellucci, Leigh W., Wiggins, Carla, and Farnsworth, Tracy J. (2014). Healthcare marketing: a case study approach (1st ed.). Chicago, IL: Health Administration Press.

III. Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each program of study that are in line with the institutional outcomes of critical thinking, ethical reasoning, leadership, communication, and career preparation. Course outcomes support program outcomes and are listed below.

Upon successfully completing this course, the learner will be able to:

1. Distinguish among the different types of customers (e.g. consumers, payers, employers, and public and private funding sources) and their respective expectations for healthcare services and their delivery.
2. Explain strategic decision-making models and methods for healthcare marketing with consideration of the complexity of customer relationships from both the provider and payer organization perspectives.
3. Assess potential market research methods for each of the different types of customers.
4. Evaluate marketing strategies and methods as they pertain to the different types of customers, with consideration for ethical best practices and legal and regulatory requirements.
5. Describe the role of marketing in making application for and securing funding from public and private sources.
6. Recommend comprehensive marketing strategies for healthcare provider and payer organizations.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

IV. Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	11	220	22%
Essay: Why Healthcare Organizations Need Marketing	1	70	7%
Report: Target Community Engagement	1	140	14%
Case Study Analysis	1	70	7%
Group Project: Public Health Recommendation and Presentation (Mastery Assignment)	1	220	22%
Final Project: Marketing Plan and Presentation (Mastery Assignment)	1	280	28%
Total Points		1000	100%

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> • Read Cellucci, et. al., 2014, Part I and Chapters 1-4 and 14 • Read “Statement of Ethics” from the American Marketing Association • Read “The Code of Marketing Research Standards” (2007) from the Market Research Association, Inc. • Read “The Ethics of Hospital Marketing” by Nelson & Campfield (2008) • View video (2:15) by Truven Health Analytics (2014), “Best Practices in Healthcare Marketing” • View the webinar (35:57) by IDS AbbaDox (2014), “Federal Regulations and Healthcare Marketing” 	<ul style="list-style-type: none"> • Unit 1 Discussion 1 • Unit 1 Discussion 2 • Unit 1 Essay: Why Healthcare Organizations Need Marketing
2	<ul style="list-style-type: none"> • Read Cellucci, et. al., 2014, Part II, Chapters, 5, 6 and 9 • Read Buccoliero, et. al. “A Marketing Perspective to ‘Delight’ the ‘Patient 2.0’: New and Challenging Expectations for the Healthcare Provider” (2016) • View video (6:49) by Oklahoma News (2013), “Hispanic Healthcare • View video (48:35) “Online Marketing, Social Media, and HIPAA Regulations - Episode 2” • Read Groenewoud, et. al., “What Influences a Patient’s Decisions When Choosing a Health Care Provider?” • Read Delphin-Rittmon, et. al., “Seven Essential Strategies for Promoting Systemic Cultural Competence” • Read McNeal, “The Age Factor” (2015) 	<ul style="list-style-type: none"> • Unit 2 Discussion 1 • Unit 2 Discussion 2 • Unit 2 Report: Target Community Engagement

Unit	Reading & Preparation Activities	Graded Work Due
3	<ul style="list-style-type: none"> • Read Cellucci, et. al., 2014, Chapters 7 and 8 • Read “HCA 405 Group Project: Public Health Recommendation and Presentation Instructions” • View lecture (47:26) “Healthcare Marketing Lecture by Patrick Goodness - CEO of the Goodness Company” • View video (5:37) by Home Health Success Academy (2014), “Home Health Marketing: Networking for Referrals” • Read Gage Lofgren, “The Language of Success” (2014) • View TV ad (:31) “The Truth - Body Bags” 	<ul style="list-style-type: none"> • Unit 3 Discussion 1 • Unit 3 Discussion 2 • Unit 3 Case Study Analysis
4	<ul style="list-style-type: none"> • Read Cellucci, et. al., 2014, Part III, Chapters 10-12 • Read Hussaini, et. al., “Using Community-based Mixed Methods Participatory Research to Understand Preconception Health in African American Communities in Arizona” (2013) • Read Suhonen, et. al., “Older People in Long-term Care Settings as Research Informants: Ethical Challenges” (2013) 	<ul style="list-style-type: none"> • Unit 4 Discussion 1 • Unit 4 Discussion 2
5	<ul style="list-style-type: none"> • Read Cellucci, et. al., 2014, Part IV, Chapters 13 and 15 • Read the “HCA 405 Final Project: Marketing Plan and Presentation Instructions” • Read Drell, “10 Minutes with Daniella Compari” (2015) • Read Heupel and Schmitz “Beyond Budgeting: The High-Hanging Fruit” (2015) • Read Lauth “Zero-Base Budgeting Redux in Georgia: Efficiency or Ideology?” • Read Kemp, et. al. “Selling Hope: The Role of Affect-Laden Health Care Advertising in Consumer Decision Making” (2015) • Read Erwin and Landry, “Organizational Characteristics Associated with Fundraising Performance of Nonprofit Hospitals” (2015) • Read Prokopetz, et. al. “Physicians as Fundraisers: Medical Philanthropy and the Doctor-Patient Relationship” (2014) • Read Stadter, D. “Involving Your Board in Fundraising” (2009) • Read & View (2:02) “How to Create a Successful Marketing Plan” from Entrepreneur (2014) 	<ul style="list-style-type: none"> • Unit 5 Discussion 1 • Unit 5 Discussion 2 • Unit 5 Final Project Outline and Thesis
6	<ul style="list-style-type: none"> • View video (50:45) by Marcus Messner (2016), “Professional Panel: 2016 Health Care Marketing Trends” 	<ul style="list-style-type: none"> • Unit 6 Discussion 1 • Unit 6 Final Project

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.