



University of North Texas
College of Health and Public Service
Department of Rehabilitation and Health Services
HLSV 5820
Marketing Health Services

Welcome to the HLSV 5820 Marketing Health Services Summer 2021 course. My name is Professor Naomi Meier. I will be your instructor this summer. I look forward to introducing you to the concepts and processes of health services marketing.

COURSE INFORMATION

Course Number and Title: HLSV 5820 Marketing Health Services

On-line course conducted on Canvas. No scheduled face-to-face or virtual meeting times are required.

3 Credit Hours

INSTRUCTOR INFORMATION

Naomi Meier, MS, DrPH

Office Location: Chilton Hall 238R

Phone number: (940) 565-2488

Office hours:

Virtual Office Hours: Zoom conference calls can be scheduled Tuesdays and Thursdays anytime between 12:00 pm and 5:00 pm or by appointment.

Email: naomi.meier@unt.edu

COURSE DESCRIPTION

This course is designed to prepare students to make marketing decisions in today's healthcare environment. The course will take students through historical healthcare developments and general marketing principles. Students will examine the role of marketing within a healthcare organization, healthcare markets and consumer behavior, healthcare products and services utilization, traditional and contemporary marketing techniques, market management and research, and the marketing process from planning to evaluation.

COURSE OBJECTIVES

By the end of this course, students will be able to:

1. Describe the role of marketing in a healthcare organization.
2. Compare the marketing role within a healthcare setting prior to & during the 21st century.
3. Examine healthcare markets and consumer behavior.
4. Analyze factors in healthcare services utilization.
5. Evaluate traditional and contemporary marketing techniques and strategies.
6. Align marketing strategies with an organization's overall strategic plan.
7. Examine the role of social media and the international healthcare market.
8. Design a marketing plan.
9. Use marketing research and data to defend marketing strategies.
10. Assess the possible roles and influence that marketing managers will have in the healthcare industry in the upcoming decade.

REQUIRED MATERIALS

Required Textbook:

Marketing Health Services by Richard Thomas Fourth Edition (2020) ISBN: 978-1-64055-155-8

TECHNICAL SKILL REQUIREMENTS

Students will need access to Canvas, be familiar with software programs such as Microsoft Word and PowerPoint, have the ability to download and upload files, send and receive emails, and communicate with fellow students in various electronic formats, including video conferencing. Documents will be accepted in Word, PDF, and PowerPoint format. You may also cut and paste directly into the assignment box on Canvas.

TECHNICAL and CANVAS SUPPORT

UIT Help Desk: helpdesk@unt.edu (940)565-2324 Hours are: Monday-Thursday 8am-midnight Friday 8am-8pm Saturday 9am-5p Sunday 8am-midnight	Canvas Support: Canvas Introduction Video Canvas Student Guide Reach out to me if these resources are not helpful
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COURSE REQUIREMENTS

There are three major ways I will assess a student's performance in this course. Students are required to complete the readings, review the slide presentation, post a comment in the weekly Discussion by Wednesday of each week, and respond to two fellow students by Sunday of each week. Students will complete two case studies to identify and discuss real world examples of marketing in health services. Finally, students will create and present a Marketing Plan. This assignment will entail a mid-course report (Part 1) and a final Marketing Plan. Together, the discussions and case studies will account for 60% of the course grade. The Marketing plan will account for the remaining 40% percent of the final grade, with the Part I assignment accounting for 20% of the final grade and the final Marketing Plan accounting for 20% of the final grade. I reserve the right to make changes to the course structure if need be. If changes are made, adequate time will be given to complete work.

Assignments	Points Possible	Percentage of Final Grade
Discussions	300 points (10 discussions worth 30 points each)	30%
Case Studies	300 points (2 case studies worth 150 points each)	30%
Marketing Plan	400 points	40%
Part 1	200 points	20%
Final Plan	200 points	20%
Total Points Possible	1000 points	100%

GRADING

All of the components of a student's grade will have a point value system, based on A being equivalent to a 4.0. Points will be given based on a student's performance, such as the number of correct answers for each quiz, writing skills, research skills, and ability to illustrate comprehension of course topics. Please note, a student must make a B or higher to be considered passing in a Master's level course.

Total Points Possible for Semester/Grading Scale = 1,000

1000 – 900 = A
899 – 800 = B
799 – 700 = C
699 – 600 = D
599 – 500 = F

Late work policy:

Students are required to complete and submit course work by the stated deadline. I will accept an assignment for 24 hours after the deadline but I will take 10 points off. Course assignments cannot be made up unless a student contacts me before the due date and/or has a valid reason for not completing the week's requirements. Please note – I will be more flexible with the timely completion of assignments this semester because all of us continue to face uncertainty due to the pandemic. Please stay in touch with me if you are experiencing issues that take away from your time to complete coursework.

COURSE EXPECTATIONS

As the instructor in this course, I am responsible for:

1. Providing course materials that will assist and enhance your achievement of the stated course goals.
2. Providing timely and helpful feedback within the stated guidelines.
3. Assisting in maintaining a positive learning environment for everyone.

As a student in this course, you are responsible for:

1. Reading and completing all requirements of the course on time.
2. Working to remain attentive and engaged in the course and interact with your fellow students.
3. Assisting in maintaining a positive learning environment for everyone.
4. Respectful interaction with fellow students, including maintaining professional behavior, presenting information and responding using academic-based information, and refraining from making offensive comments.
5. Practicing etiquette online – aka Netiquette – which includes writing well, sharing academically rigorous information, respecting people's privacy, and being forgiving of other's mistakes.

COPYRIGHT NOTICE

Some or all of the materials on this course Web site may be protected by copyright. Federal copyright law prohibits the reproduction, distribution, public performance, or public display of copyrighted materials without the express and written permission of the copyright owner, unless fair use or another exemption under copyright law applies. Additional copyright information may be located on the UNT website.

UNT POLICIES**Academic Integrity Policy**

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

I reserve the right to use analysis software, such as Turnitin, to review student's work.

ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://disability.unt.edu/>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Important Notice for F-1 Students

To read detailed Immigration and Customs Enforcement regulations for F-1 students, please go to the Electronic Code of Federal Regulations website at <http://www.ecfr.gov/>. Please contact me if you have further questions.

For all other UNT Policies, please go to the UNT Student Handbook.

CALENDAR

Each week begins Monday and ends the following Sunday at 11:59pm. Students must complete readings before posting a comment in the weekly discussion. Students must post their comment in the Discussion by Wednesday at 11:59pm each week and leave comments for two other posts by Sunday at 11:59pm of the same week. I reserve the right to make changes to the calendar. Adequate time will be given to complete any work if changes are made.

	Assignments	
Module 1 Introduction (6/1 – 6/6)	Read Chapter 1 Review Slide Presentation for Module 1 Discussion 1 – post by Sunday at 11:59pm	
Module 2 Marketing in Healthcare (6/7 – 6/13)	Read Chapters 2 and 3 Review Slide Presentation for Module 2 Discussion 2 – post Wednesday and comment on two others by Sunday	
Module 3 Healthcare Markets and Consumers (6/14 – 6/20)	Read Chapters 4 and 5 Review Slide Presentation for Module 3 Discussion 3 – post Wednesday and comment on two others by Sunday	
Module 4 Healthcare Products and Utilization (6/21 – 6/27)	Read Chapters 6 and 7 Review Slide Presentation for Module 4 Discussion 4 – post Wednesday and comment on two others by Sunday	Case Study 1 due 6/27 at 11:59pm
Module 5 Changes in Marketing Techniques Marketing Strategies (6/28 – 7/4)	Read Chapter 8 and 9 Review Slide Presentation for Module 5 Discussion 5 – post Wednesday and comment on two others by Sunday	
Module 6 Health Communication Traditional Marketing Techniques (7/5 – 7/11)	Read Chapter 10 and 11 Review Slide Presentation for Module 6 Discussion 6 – post Wednesday and comment on two others by Sunday	Marketing Plan Part I Submission due 7/11
Module 7 Contemporary Marketing Techniques (7/12 – 7/18)	Read Chapter 12 and 13 Review Slide Presentation for Module 7 Discussion 7 – post Wednesday and comment on two others by Sunday	
Module 8 Marketing Management and Research (7/19 – 7/25)	Read Chapter 14 and 15 Review Slide Presentation for Module 8 Discussion 8 – post Wednesday and comment on two others by Sunday	Case Study 2 due 7/25 by 11:59pm
Module 9 Marketing Planning and Data (7/26 – 8/1)	Read Chapter 16 and 17 Review Slide Presentation for Module 9 Discussion 9 – post Wednesday and comment on two others by Sunday	
Module 10 Future of Healthcare Marketing (8/2 – 8/6)	Read Chapter 18 Review Slide Presentation for Module 10 Discussion 10 – post Wednesday ***No replies required this week***	Final Marketing Plan Due 8/5 by 11:59pm

Academic Support Services

The [UNT Academic Resource Center \(Links to an external site.\)](#), which provides links to the bookstore, registration and advising information, tuition information, financial aid, and more.

The [UNT Academic Success Center \(Links to an external site.\)](#), which offers academic support services and free individual tutoring.

[UNT Writing Lab \(Links to an external site.\)](#)

[UNT MathLab \(Links to an external site.\)](#)

Student Services

[Multicultural Center \(Links to an external site.\)](#)

[Counseling and Testing Services \(Links to an external site.\)](#)

[Student Affairs Care Team \(Links to an external site.\)](#)

[Student Health and Wellness Center \(Links to an external site.\)](#)

[Pride Alliance \(Links to an external site.\)](#)

[Student Legal Services \(Links to an external site.\)](#)

[UNT Food Pantry](#)

Writing Resources:

[UNT APA Guideline handout](#)

[UNT Citation Basics](#) and [UNT Citation and Research Tools](#) for citation guides. RefWorks is one suggestion.

UNT Writing Lab Resources: [UNT Writing Center Online](#) and [UNT Graduate Writing Tutoring](#)

I am excited to go through this course with you!

Reach out to me if you have any questions.

Good luck with the semester!