Welcome to the HLSV 5820 Health Services Marketing Summer 2020 course. My name is Professor Naomi Meier. I will be your instructor for this class. I look forward to introducing you to the concepts and processes of marketing in health services.

**COURSE INFORMATION**

Course Number and Title: HLSV 5820 Health Services Marketing  
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:

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.

TECHNICAL and CANVAS SUPPORT

<table>
<thead>
<tr>
<th>UIT Help Desk:</th>
<th>Canvas Support:</th>
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<tbody>
<tr>
<td><a href="mailto:helpdesk@unt.edu">helpdesk@unt.edu</a></td>
<td>Canvas Introduction Video</td>
</tr>
<tr>
<td>(940)565-2324</td>
<td>Canvas Student Guide</td>
</tr>
<tr>
<td>Hours are:</td>
<td>Reach out to me if these resources are not helpful</td>
</tr>
<tr>
<td>Monday-Thursday 8am-midnight</td>
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<tr>
<td>Friday 8am-8pm</td>
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<tr>
<td>Saturday 9am-5p</td>
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<tr>
<td>Sunday 8am-midnight</td>
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COURSE REQUIREMENTS
There are four major ways I will assess a student’s performance in this course. Students are required to complete the readings, review the slide presentation, and post a comment in the weekly Discussion by Wednesday of each week. Weekly quizzes will be used to assess understanding of the material from the readings, slide presentations, and terminology related to the topic of the 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 weekly assignments that will be compiled at the end of the semester into a final Marketing Plan. Together, the discussions, quizzes, and case studies account for 60% of the course grade. The Marketing plan will account for the remaining 40% percent of the final grade, with the weekly assignments 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.

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points Possible</th>
<th>Percentage of Final Grade</th>
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<tbody>
<tr>
<td>Participation in Discussions</td>
<td>200 points (10 discussions worth 20 points each)</td>
<td>20%</td>
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<tr>
<td>Weekly Quizzes</td>
<td>200 points (10 quizzes worth 20 points each)</td>
<td>20%</td>
</tr>
<tr>
<td>Case Studies</td>
<td>200 points (2 case studies worth 100 points each)</td>
<td>20%</td>
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<tr>
<td>Marketing Plan</td>
<td>400 points</td>
<td>40%</td>
</tr>
<tr>
<td>Weekly Plan Assignments</td>
<td>200 points (8 assignments worth 25 points each)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Marketing Plan</td>
<td>200 points</td>
<td>20%</td>
</tr>
<tr>
<td>Total Points Possible</td>
<td>1000 points</td>
<td>100%</td>
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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.

<table>
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<tr>
<th>Total Points Possible for Semester/Grading Scale = 1,000</th>
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<tbody>
<tr>
<td>1000 – 900 = A</td>
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<tr>
<td>899 – 800 = B</td>
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<tr>
<td>799 – 700 = C</td>
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<tr>
<td>699 – 600 = D</td>
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<tr>
<td>599 – 500 = F</td>
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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.

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 and review the presentation 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. The remaining weekly assignments are due each Sunday by 11:59pm. I reserve the right to make changes to the calendar. Adequate time will be given to complete any work if changes are made.

<table>
<thead>
<tr>
<th>Module 1</th>
<th>Assignments</th>
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| Introduction (6/1 – 6/7) | Read Chapter 1  
Review Slide Presentation for Module 1  
Discussion 1 – post by Wednesday at 11:59pm |
|          | Quiz 1  
Marketing Plan Assignment 1 |

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<tr>
<th>Module 2</th>
<th>Assignments</th>
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| Marketing in Healthcare (6/8 – 6/14) | Read Chapters 2 and 3  
Review Slide Presentation for Module 2  
Discussion 2 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 2  
Marketing Plan Assignment 2 |

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<thead>
<tr>
<th>Module 3</th>
<th>Assignments</th>
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| Healthcare Markets and Consumers (6/15 – 6/21) | Read Chapters 4 and 5  
Review Slide Presentation for Module 3  
Discussion 3 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 3  
Marketing Plan Assignment 3 |

<table>
<thead>
<tr>
<th>Module 4</th>
<th>Assignments</th>
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| Healthcare Products and Utilization (6/22 – 6/28) | Read Chapters 6 and 7  
Review Slide Presentation for Module 4  
Discussion 4 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 4  
Marketing Plan Assignment 4  
**Case Study 1 due 6/28 at 11:59pm** |

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<tr>
<th>Module 5</th>
<th>Assignments</th>
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| Changes in Marketing Techniques Marketing Strategies (6/29 – 7/5) | Read Chapter 8 and 9  
Review Slide Presentation for Module 5  
Discussion 5 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 5  
Marketing Plan Assignment 4 |

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<thead>
<tr>
<th>Module 6</th>
<th>Assignments</th>
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</table>
| Health Communication Traditional Marketing Techniques (7/6 – 7/12) | Read Chapter 10 and 11  
Review Slide Presentation for Module 6  
Discussion 6 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 6  
Marketing Plan Assignment 5 |

<table>
<thead>
<tr>
<th>Module 7</th>
<th>Assignments</th>
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| Contemporary Marketing Techniques (7/13 – 7/19) | Read Chapter 12 and 13  
Review Slide Presentation for Module 7  
Discussion 7 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 7  
Marketing Plan Assignment 6  
**Case Study 3 due 8/2 at 11:59pm** |

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<tr>
<th>Module 8</th>
<th>Assignments</th>
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| Marketing Management and Research (7/20 – 7/26) | Read Chapter 14 and 15  
Review Slide Presentation for Module 8  
Discussion 8 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 8  
Marketing Plan Assignment 7  
**Case Study 2 due 7/26 by 11:59pm** |

<table>
<thead>
<tr>
<th>Module 9</th>
<th>Assignments</th>
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</table>
| Marketing Planning and Data (7/27 – 8/2) | Read Chapter 16 and 17  
Review Slide Presentation for Module 9  
Discussion 9 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 9  
Prepare Final Marketing Product |

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<tr>
<th>Module 10</th>
<th>Assignments</th>
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</table>
| Future of Healthcare Marketing (8/3 – 8/9) | Read Chapter 18  
Review Slide Presentation for Module 10  
Discussion 10 – post Wednesday and leave comments for two others by Sunday |
|          | Quiz 10  
Marketing Plan Final Product Due 8/5 by 11:59pm |
I am excited to go through this course with you!

Reach out to me if you have any questions.

Good luck with the semester!