

**MIDSTATE COLLEGE**  
**411 W. NORTHMOOR RD. PEORIA, IL 61614**  
**(309) 692-4092 (800) 251-4299**

**Course number & Name:** HSM 420, Healthcare Marketing

**Credit hours:** 4 quarter hours

**Method of Delivery:** Flex

**Course Description:** Strategic planning and marketing services in relation to organizational mission are discussed. Methods for identifying, gathering, and utilizing data are discussed. Continuous quality improvement and quality assurance are discussed. Students will gain an understanding of the unique role of marketing in healthcare and the function that marketing serves for society in general.

**Text:** *Essentials of Health Care Marketing* (Third Edition)

**Authors:** Eric N. Berkowitz

**Publisher:** Jones and Bartlett, 2011, ISBN-13 978-0-7637-8333-4

**Materials needed for this course:**

Additional Supplies: none

Hardware/Software and Equipment: Windows PC or Mac with an Internet connection (broadband recommended)/Microsoft Office, Adobe Acrobat Reader, Internet Explorer, Apple Quick Time, Macromedia Flash Player, and Windows Media Player.

**Topics:**

- The meaning of marketing
- Strategic planning
- Consumer behavior and the marketing process
- Assessing the product and services
- Developing marketing strategy and the marketing mix

**Learning Objectives:** Upon completion of this course, the student will be able to:

1. Enable students to identify and explain the important concepts in marketing.
2. Understand what marketing is: its role in healthcare and its impact on the consumer, product design, price, availability, and promotion.
3. Understand the techniques utilized in monitoring the marketing function.
4. Effectively analyze, understand, and create a marketing plan/strategy.

**Midstate Grading scale:**

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

**Academic Integrity:**

Academic integrity is a basic principle of the College's function. Midstate College students are expected to maintain a high level of academic honesty. Contrary actions may result in penalties such as failure of the assignment(s), a lesser grade on assignment(s), failure of the course and/or suspension from the College. The course instructor will review all submitted documents

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and supporting evidence in connection to the infraction. The course instructor will also review the student's personal file for other notifications of academic dishonesty before determining the level of action to be applied. The course instructor will complete the Academic Dishonesty Report form to document and describe the incident and actions taken, then kept on file. The student may appeal the decision to administration, whose decision will be final.

The following (**plagiarism, cheating, deception, sabotage, computer misuse and copyright infringement**) are included in the actions Midstate College considers behavior contrary to the academic integrity policy; however, the policy is not limited to these examples. Further discussion of consequences regarding academic dishonesty are addressed in the Student Handbook.

**Plagiarism:**

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of Turnitin which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

**Student Success and Tutoring:**

Contact Student Success: Room 110; (309) 692-4092, ext. 1100;  
[studentsuccess@midstate.edu](mailto:studentsuccess@midstate.edu);

The Office of Student Success offers help in the following areas:

- Tutoring: Tutoring is encouraged for students who are doing their best to complete assignments yet still are experiencing difficulty in this course. Tutoring may be provided by the instructor outside of scheduled class times or through the office of Student Success.
- Writing assignment assistance: This may include learning how to conduct research; using proofreading tools such as Turnitin; outlining a topic; and applying MLA/APA standards.
- Math, accounting, and computer skills (including file management).
- Test-taking techniques.
- Note-taking skills development.
- Study skills development.
- Time management.

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**Instructor Information:** Amber Schappaugh DM-HCML, AHI, MA, RMA  
E-mail: [aschappaugh@midstate.edu](mailto:aschappaugh@midstate.edu)

**Office Hours:** Wednesday 9am-3pm or by appointment

**Participation Requirements:**

You are expected to participate at least once a week in several conference discussions/homework assignments relating to the subject materials for the week. Discussion will take place as assigned by the faculty member. You will read, analyze, and respond to questions and comments from the faculty member and fellow students.

**Policies and Procedures:**

1. All work is to be completed on time. You are expected to use your class schedule to plan for assignments and tests.
2. **No late work will be accepted.**
3. Excessive absence will hurt your performance in class and potentially hurt your grade.
4. Academic dishonesty is never tolerated and will be promptly referred to the Dean of the College.
5. All work should be submitted to the corresponding folder in JOULE. Please submit document files in MS Word format (.docx/.doc) or in Rich Text Format (.rtf).
6. Discussion responses must be posted by Sunday night at the end of the week. In order to receive full credit for online discussion, you must also respond to at least one other student in a **meaningful** manner with either a value-added comment or an insightful question about the posting of your classmate.
7. The policy for eLearning is that course materials are available to students at noon each Monday and that students have until 7:59 a.m. Monday morning to complete the previous week's material. However, students are advised against waiting until the last minute or last day to submit their work for a variety of reasons. If you work on your eLearning course early in the week and experience computer problems, you have more time to find an alternate computer. Also, the discussion forums can be very beneficial learning tools in eLearning if utilized to their greatest potential. It is difficult to have an effective and meaningful "discussion" if nobody posts until the last minute.

**Methods of evaluating student performance:**

- Objective (true/false and multiple choice) and subjective (essay type questions) testing.
- Case studies.
- An analysis paper (final project)
- Various exercises
- Evaluation and contribution to group discussions.

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**Examination Information:** There will be a pre-test, section tests, and a final exam/post-test. Tests will be objective (true/false and multiple choice) and subjective (essay type questions). The pretest is for assessment purposes only to determine what the student's knowledge level is at the start of the quarter. The pretest is **not** included in the grade.

**Instructor's Grading Scale:** Your grade will be based on points. Each assignment, paper, and test will have a point value assigned to it.

Weekly discussions will require an initial post and a value-added response to another student's post. The initial post and response are each worth five points.

**Course Requirements:** You are expected to participate at least twice a week on different days in several conference discussions/homework assignments relating to the subject materials for the week. Discussions will take place as assigned by the faculty member. You will read, analyze, and respond to questions and comments from the faculty member and the fellow students.

**Computer Problems and Saving Work:**

Computers are known to break down and do other unpredictable things. You are responsible to take all precautions and have contingency plans in place in case of such mishap. Computer problems are NOT valid excuses for late work. It is recommended that you create and save back up files to either a CD or another electronic storage device for every piece of work you complete for this class. Saving duplicate copies of your work to an external device will ensure that a computer glitch or a glitch in cyberspace won't erase your efforts.

**Extended Sickness and Personal Circumstances:**

Success in this course requires regular and consistent participation. If you find yourself in a situation in which this is a problem, you should contact the instructor as soon as possible to discuss your ability to complete the course. If necessary, you will be encouraged to meet with your advisor to discuss your options which may include withdrawing from the course and retaking it when your circumstances have improved.

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**Week-by-Week**

**Week 1**

Lecture:	Chapter 1 – <i>Essentials of Health Care Marketing</i>
Topics:	The Meaning of Marketing
Objectives:	<p>After reading this chapter you should be able to:</p> <ul style="list-style-type: none"> <li>• Define marketing and differentiate between a marketing-driven and non-marketing driven process.</li> <li>• Distinguish among marketing mix elements.</li> <li>• Delineate between health care needs and wants.</li> <li>• Understand the dimensions of the environment that have an impact on marketing strategy.</li> <li>• Appreciate the ongoing restructuring of the health care industry.</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Get to know the other class members by looking up their profiles. Post a note to everyone in the Week 1 Discussion Forum.</li> <li>• In the event I would need to speak with you, please provide me with telephone number(s), home, work, etc., where I can contact you. Send this information to me via <a href="#">Course Mail</a>.</li> <li>• Read Chapter 1 <i>Essentials of Health Care Marketing</i>.</li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Complete the pre-test. This pre-test will be available online day 1 of week 1 through day 7 of week 1. This pre-test must be completed during week 1 forum.</li> <li>• Submit a weekly summary</li> </ul>

**Week 2**

Lecture:	Chapter 2 – <i>Essentials of Health Care Marketing</i>
Topics:	Marketing Strategy
Objectives:	<p>After reading this chapter you should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the scope of strategic marketing planning</li> <li>• Identify broad organizational market strategy alternatives</li> <li>• Describe the value of alternative portfolio models</li> <li>• Appreciate the factors that affect the level of competitive intensity within an industry</li> <li>• Understand the essential components of marketing strategy formulation</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read chapter 2 <i>Essentials of Health Care Marketing</i>.</li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Read the SWOT Analysis and do the accompanying exercise.</li> <li>• Complete the Boston Matrix Exercise</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> </ul>

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**Week 3**

Lecture:	Chapter 3 & 4 – <i>Essentials of Health Care Marketing</i>
Topics:	Buyer Behavior
Objectives:	<p>After reading this chapter you should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the process of consumer and industrial decision making</li> <li>• Recognize the internal and external factors that influence consumer decision making</li> <li>• Identify alternative strategies to affect consumer decision making</li> <li>• Appreciate the different nature of organizational buying and its implication for marketing strategy</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 3 &amp; 4 <i>Essentials of Health Care Marketing</i>.</li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Complete the Consumer Buying Behavior exercise</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> </ul>

**Week 4**

Lecture:	Chapter 5 – <i>Essentials of Health Care Marketing</i>
Topics:	Marketing Research
Objectives:	<p>After reading this chapter you should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the nature of the marketing research process</li> <li>• Know the difference between primary and secondary data</li> <li>• Recognize the range of alternative sampling methodologies</li> <li>• Understand the value of alternative data collection methodologies</li> <li>• Appreciate the necessity of a marketing information system</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 5 <i>Essentials of Health Care Marketing</i></li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Read the material in the Marketing Research Review folder and submit an answer to the exercise (in the same folder)</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> <li>• Take the Part I Exam</li> </ul>

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**Week 5**

Lecture:	Chapter 6 & 7 – <i>Essentials of Health Care Marketing</i>
Topics:	Market Segmentation Developing Customer Loyalty
Objectives:	After reading this chapter you should be able to: <ul style="list-style-type: none"> <li>• Understand alternative market segmentation strategies</li> <li>• Recognize relevant criteria for selecting market segments</li> <li>• Identify alternative bases for industrial segmentation</li> <li>• Appreciate the hierarchy of segmentation alternatives</li> <li>• Understand the connect of relationship marketing</li> <li>• Recognize the distinction between satisfaction and loyalty</li> <li>• Describe the necessary components of a value added service delivery system</li> <li>• Appreciate the importance and role of a recovery system</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 6 &amp; 7 <i>Essentials of Health Care Marketing</i></li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> </ul>

**Week 6**

Lecture:	Chapter 8 – <i>Essentials of Health Care Marketing</i>
Topics:	Market Strategy
Objectives:	After reading this chapter you should be able to: <ul style="list-style-type: none"> <li>• Learn the range of product and service variations</li> <li>• Understand the issues of product line formation</li> <li>• Identify the strategy considerations over the product life cycle</li> <li>• Know the strategic implications of alternative branding strategies</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 8 <i>Essentials of Health Care Marketing</i></li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Complete the Product Life Cycle exercise</li> <li>• Submit a weekly summary</li> </ul>

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**Week 7**

Lecture:	Chapter 9 – <i>Essentials of Health Care Marketing</i>
Topics:	Price
Objectives:	<p>After reading this chapter you should be able to:</p> <ul style="list-style-type: none"> <li>• Appreciate the many factors that affect pricing decisions</li> <li>• Recognize the array of alternative pricing strategies available to health care marketers</li> <li>• Calculate break-even pricing</li> <li>• Learn the positioning value of price</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 9 <i>Essentials of Health Care Marketing</i></li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> <li>• Take the Park II Exam</li> </ul>

**Week 8**

Lecture:	Chapter 10 – <i>Essentials of Health Care Marketing</i>
Topics:	Distribution
Objectives:	<p>After reading this chapter you should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of channel structure and the alternative channels available</li> <li>• Know the varying levels of distribution intensity and the considerations in implementing each alternative</li> <li>• Understand the concept of vertical marketing systems and their application in health care</li> <li>• Describe the nature of channel leadership and the source of channel power</li> <li>• Recognize the application of retailing in health care strategy</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 10 <i>Essentials of Health Care Marketing</i></li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Answer Week 8 Problems</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> </ul>

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**Week 9**

Lecture:	Chapter 11 – <i>Essentials of Health Care Marketing</i>
Topics:	Promotion
Objectives:	<p>After reading this chapter you should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the nature of the communication process</li> <li>• Recognize the alternative components of the promotional mix and their respective values</li> <li>• Appreciate the range of sales promotion strategies for both consumers and the trade</li> <li>• Know the alternative promotional strategy approaches for controlling the channel of distribution</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 11 <i>Essentials of Health Care Marketing</i></li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Complete the Channel Control Strategy exercise</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> </ul>

**Week 10**

Lecture:	Chapter 12 – <i>Essentials of Health Care Marketing</i>
Topics:	Promotion
Objectives:	<p>After reading this chapter you should be able to:</p> <ul style="list-style-type: none"> <li>• Recognize the differences between the two basic forms of advertising: product and illustration</li> <li>• Describe the steps followed when developing an advertising campaign</li> <li>• Know various ways to develop an advertising budget</li> <li>• Understand the value of alternative media</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 12 <i>Essentials of Health Care Marketing</i></li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> </ul>

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**Week 11**

Lecture:	Chapter 13 – <i>Essentials of Health Care Marketing</i>
Topics:	Sales and Sales Management Controlling and Monitoring
Objectives:	After reading this chapter you should be able to: <ul style="list-style-type: none"> <li>• Understand the range of alternative sales positions</li> <li>• Know the sequence of the personal sales process</li> <li>• Differentiate between alternative sales process</li> <li>• Explain the value of monitoring market share compared to using absolute measure of performance</li> <li>• Recognize the value of sales, profitability, contribution, and variance analysis</li> <li>• Understand the array of specific marketing mix control procedures to monitor mix-specific activities</li> </ul>
Assignments:	<ul style="list-style-type: none"> <li>• Read Berkowitz Chapter 13 &amp; 14 <i>Essentials of Health Care Marketing</i></li> <li>• A PowerPoint outline of the chapter is posted for you.</li> <li>• Take the Chapter 14 Quiz</li> <li>• Respond to the Super Bowl Commercials question</li> <li>• Complete the Personal Selling exercise</li> <li>• Respond to the weekly discussion question</li> <li>• Submit a weekly summary</li> </ul>

**Week 12**

Topics:	Exams
Assignments:	<ul style="list-style-type: none"> <li>• Complete the Course Summary</li> <li>• Complete the Analysis Paper</li> <li>• Take the Part III Exam</li> <li>• Take the Final Exam</li> </ul>

Not to be changed without the permission of the Program Director  
07/06 jlh

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**Personal Accountability Statement**

I have read the syllabus for HSM 420 and I understand that I am accountable for completion of the work within the week that it is due. Late discussions are not accepted. Late summaries, tests, papers and worksheets are accepted for reduced credit and may not be more than 2 weeks late.

I know to contact my instructor, **Brooke Arnold by email at [bmarnold@midstate.edu](mailto:bmarnold@midstate.edu)** for course questions or help. I know to **contact tech support for computer problems at 1-888-272-0067.** I know to contact **Kaitlin Seaman @ 692-4092 ext. 1340** for any problems I have using JOULE.

Signature: \_\_\_\_\_