MAR 4712.791

Healthcare Marketing

CRN: 19713, 3.0 credit hours

Muma College of Business

School of Marketing & Innovation

COURSE SYLLABUS

Semester	Spring 2023
Class Meeting Days	Asynchronous throughout the Spring 2023
Class Meeting Time	N/A
Class Meeting Location	Online/Canvas
Instructor	Dr. Sandy Weiss, DBA, MBA-HCM, RN, CPHQ, CPPS, CSM, PMP
Email	ssweiss@usf.edu
LinkedIn	www.linkedin.com/in/sandysingletonweiss
Teaching Assistant (TA)	Catalina Tiamson, MEd
TA Email	ctiamson@usf.edu
Office Location	MS Teams Meeting
Office Hours	As needed, virtually, by appointment only. *Please reach out and we will find a time to meet!*
Please see the section of the syllabus that outlines expectations for email etiquette. Also, please CC our TA on all email correspondence.	

I. **Welcome!**
Welcome to the Healthcare Marketing course! At its core, marketing is about creating, building, and maintaining business success and, as you know, healthcare is a huge business! No company succeeds without understanding the fundamentals of marketing.

II. **University Course Description**
A foundational knowledge of the principles of marketing and their application in healthcare administration including the concepts of marketing strategy, customer/patient orientation, products and services, promotion, distribution, and pricing issues.

III. **Course Prerequisites**
None!

IV. **Course Purpose**
This course surveys the marketing of goods and services within the healthcare industry. Attention is paid to the impact of marketing on other functional areas of business as well as society, particularly as they relate to healthcare companies and consumers (patients!).

V. Course Format

Online course with discussion posts, quizzes, and other written assignments. Please pay close attention to due dates! You will not succeed in this course if you do not read the rubric carefully or submit assignments timely.

VI. Student Learning Outcomes

After completing the course, students should:
- Be familiar with key marketing principles, concepts, and terminology.
- Have a basic understanding of the common strategies used by each marketing mix element (product, price, place, promotion) - as they relate to the healthcare field.
- Develop an appreciation of why a marketing perspective has been embraced by healthcare practitioners.
- Understand the role of marketing within an overall healthcare organization.
- Identify and evaluate career opportunities in healthcare marketing.

VII. Required Texts and/or Readings and Course Materials

Essentials of Health Care Marketing (5th Edition), 2022, Eric N. Berkowitz, Jones & Bartlett Learning, Burlington, MA (ISBN: 9781284200157)

VIII. Supplementary (Optional) Texts and Materials

N/A

IX. How to Succeed in this Course

Success in this course requires consistent, determined effort and study. This is done through chapter readings, asking questions, a variety of quizzes, exams, and other assignments. Students are expected to check Canvas **daily** and be highly engaged in the course material, specifically the weekly discussion posts/responses.

Here are two additional resources you may also want to review:
1. This one-page handout details what the study skills behaviors of top students look like: http://bit.ly/successfulstudentbehaviors
2. This 18-page PDF provides 101 individual tips for effective study skills and note-taking: http://bit.ly/studyskillstips

X. Academic Continuity

During any semester, there is a possibility the course may be disrupted, whether due to continued pandemic or hurricane season. Please check Canvas regularly for any pertinent updates regarding this.

XI. Communication

There is a FAQ section/discussion in Canvas for you to post questions about the course that you have. Peers/classmates are encouraged to answer questions, if the answer is known. Please carefully review the syllabus before posting a question. If a question is personal in nature, or something you are not comfortable posting in FAQ, please email your instructor with CC to our TA.

Please see professionalism section regarding email etiquette. While responses are generally within one business day, please **allow up to three business days for a response**. If by chance I do not respond,

please do not take it personally, it is not intentional! If that occurs, please email me again! Also, make sure you have my email address correct ssweiss@usf.edu.

XII.   Grading Scale

Grade	Points	Grade	Points	Grade	Points
A	> 930	B-	800-829	D+	670-699
A-	900-929	C+	770-799	D	630-669
B+	870-899	C	730-769	D-	600-629
B	830-869	C-	700-729	F	≤ 599

There will not be rounding of your grade, please do not ask. You are responsible for knowing how you are doing in the course; your grade is determined by your output. You are expected to carefully read the syllabus and the rubric for each assignment. If you have questions about assignments, you are encouraged to reach out well in advance of due dates.

XIII.   Grade Categories and Weights

No assignments are weighted. Each assignment is worth a certain number of points, the points of all assignments equal 1,000 (thus accounts for 100% of your final grade).

Week	Assigned Reading Chapter(s)	Assignment	Syllabus Quiz Points	Video Introduction Points	Discussion Post Points	Writing Assignment Points	Quiz Points
1	1	Syllabus Quiz	20				
		Video Introduction		90			
2	2	Discussion Post			50		
3	3	Discussion Post			50		
4	4 & 5	Discussion Post			50		
5		Quiz 1 (Chapters 1-5)					50
6	6 & 8	Discussion Post			50		
7	7	Writing Assignment				120	
8	9	Discussion Post			50		
9	10	Discussion Post			50		
SPRING BREAK							
10		Quiz 2 (Chapters 6-10)					50
11	11	Discussion Post			50		
12	12	Writing Assignment				120	
13	13	Discussion Post			50		
14	14	Discussion Post			50		
15	15 & 16	Discussion Post			50		
16		Quiz 3 (Chapters 11-16)					50
Assignment type total % of grade=			2%	9%	50%	24%	15%

XIV.   Instructor Feedback Policy & Grade Dissemination
Note that assignments and information within this syllabus are subject to change at the discretion of the instructor. If changes are made, you will receive communication via an announcement on Canvas. It is the responsibility of the student to check Canvas daily!

Assignment Overview**
Syllabus Quiz:
THIS IS USED TO TAKE FIRST DAY ATTENDENCE AND MUST BE TAKEN BY MIDWEEK on the FIRST WEEK OF THE SEMESTER. YOU WILL BE MARKED ABSENT (and subsequently dropped) FROM THE CLASS IF YOU DO NOT COMPLETE THIS TIMELY. The quiz is open book (e.g., use your syllabus!), and you may take it two times. The highest score will be retained and recorded. More information can be found on Canvas.

Introduction:
Since this as an online course, our interaction is somewhat limited compared to a face-to-face classroom setting. We will kick the semester off by posting video introductions. Please introduce yourself; feel free to share any personal details you would like with the class (not mandatory), what your major is, what you hope to accomplish or learn by the end of the semester, any fears or concerns you have going into the semester, and what you are most excited to learn about! Please also include any academic or career goals that you would like to share with the class. **In addition to the video, you must provide a typed summary within the body of the discussion (or ensure that your video utilizes closed captioning).** This assignment is graded based on completion. While responses to other students are not required, they are strongly encouraged! Late submissions for this assignment will result in a zero, emailing the assignment to Dr. Weiss does not count as a submission. It is your responsibility to upload your assignment timely. If you have problems uploading your video, please reach out to IT.

Here are instructions on how to post a video within the discussion (you may also use your own YouTube account if you choose to):
https://community.canvaslms.com/t5/Instructor-Guide/How-do-I-record-media-using-the-Rich-Content-Editor-as-an/ta-p/864

Discussion Posts (Initial Discussion Post and Post Responses):
Successful completion of this course requires that you actively participate in discussion posts (assigned in the module and post prompts are detailed in the table at the end of this document). Since we do not "meet" as a class, these discussion posts are designed to make the course engaging and highly interactive!
You are expected to submit your initial post prior to midnight (eastern time zone) on Wednesday within the week of the specific module, and you must respond to two classmates' posts prior to midnight on Sunday of that same week (11:59pm ET) unless otherwise noted in Canvas via announcement or post. *You must submit your post text within the discussion board, not as a Word doc, attachment, or email to the instructor.*
Posts must utilize references and be substantial, significant, and completely address all elements of the prompt. A few sentence initial post or post response is not acceptable, and your grade will reflect this. Aim to provide a minimum of two reference for initial posts and responses. You are expected to cite the textbook and any other supplemental material used as a resource in your post.

The earlier you post, the more time everyone has to create thoughtful, rich, and detailed post responses. It also allows your instructor more time to read and assist with the development of a more robust understanding of the topic. **You may post up to two weeks in advance;** the modules will be open, and the discussion will be available to you ahead of time. **Late *initial posts* will be accepted until Sunday at 11:59pm of the week they are due, but there is a 20% penalty per day! Late *post responses* will NOT be accepted.** (e.g. if you post your initial post Thursday, the highest grade possible is 80% on

that portion of the assignment, and if you post on Sunday the highest possible score you can receive for that position of the assignment is 20%) You should anticipate seeing a grade approximately three business days after the deadline has closed *(by Wednesday evening)*, though that is subject to change depending upon the instructor's schedule. If the posting of grades is significantly delayed, you will be notified via an announcement in Canvas.

CAREFULLY REVIEW THE RUBRIC (attached in the module). To receive 100% you must go BEYOND the minimum requirements.

If you are struggling with deadlines, please reach out to your instructor BEFORE reaching an assignment deadline.

Quizzes:

You are encouraged to not wait until the last day or final hours to take the exam or quizzes; they will be available for you to take approximately one week prior to the due date. It is the responsibility of the student to complete all assigned readings and be prepared! You must use Honorlock for these exams! These assessments will cover material from the chapters noted in the schedule. *You will NOT receive a study guide for exams or quizzes, but they are OPEN BOOK (electronic or paperback/physical copy OK).* While they are open book (book, notes, and PowerPoints), they are timed, so please complete readings before attempting to take the exam (time details noted in the module). The questions may be a mix of multiple choice and true/false.

If you experience technical difficulties, do not contact your instructor. You must reach out to Honorlock or USF IT (depending upon the issue). *Note: This is another great reason to take the exam as early as possible.*

All students must review the syllabus and the requirements including the online terms and video testing requirements to determine if they wish to remain in the course. Enrollment in the course is an agreement to abide by and accept all terms. Any student may elect to drop or withdraw from this course before the end of the drop/add period.

Online exams within this course require online proctoring. Therefore, students will be required to have a webcam (USB or internal) with a microphone when taking an exam or quiz. Students understand that this remote recording device is purchased and controlled by the student and that recordings from any private residence must be done with the permission of any person residing in the residence. To avoid any concerns in this regard, students should select private spaces for the testing. The University library and other academic sites at the University offer secure private settings for recordings and students with concerns may discuss location of an appropriate space for the recordings with their instructor or advisor. Students must ensure that any recordings do not invade any third party privacy rights and accept all responsibility and liability for violations of any third party privacy concerns. Setup information will be provided prior to taking the proctored exam. For additional information about online proctoring you can visit the online proctoring student FAQ.

There are two major writing assignments in this course. Please visit Canvas for more information!

For all writing in this course:
Please use APA formatting for citing sources in your posts and APA format for any writing assignments:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/in_text_citations_the_basics.html

Writing resources that you are encouraged to utilize:

USF Online Writing Tutoring
This resource receives your work and then takes 1-2 days to turnaround back to you. You will not be able to dialogue with the tutor who will spend an hour max on reviewing your work. Click the link below to see the instructions, submission format requirements, and more details about this resource.
https://www.stpetersburg.usf.edu/student-life/student-success-center/writing/writing-tutoring.aspx (Links to an external site.)
If you have questions after receiving your work back, it is advised to schedule a live Academic Writing Session (link below). There are limited appointments, and for the month of November only the first three Wednesdays are currently available. If you think you will need assistance based on the feedback you received last week, we recommend you preschedule an appointment in anticipation of that.

Schedule a live Academic Writing Session with a USF St. Pete Online Tutor:
https://outlook.office365.com/owa/calendar/USFSPOnlineTutoringSummer2020@usfedu.onmicrosoft.com/bookings/s/m87g96dNwECST__T-UrwhQ2 (Links to an external site.)
Please schedule meetings in anticipation of needing assistance since there is limited assistance available.

Grammarly for grammar and spelling checks:
https://www.grammarly.com/ (Links to an external site.)
This is an automated resource you can submit your work to and receive instant feedback.

Citation Assistance:
https://lib.stpetersburg.usf.edu/Citations (Links to an external site.)

Instructor Feedback Policy & Grade Dissemination:
Grades will be posted to Canvas as quickly as possible. Allow at least one week and up to two weeks from the assignment due date. If grading will be significantly delayed, you will see an announcement in Canvas.

XV. Course Schedule:
See table at the end of this document.

XVI. USF Core Syllabus Policies:
USF has a set of central policies related to student recording class sessions, academic integrity and grievances, student accessibility services, academic disruption, religious observances, academic continuity, food insecurity, and sexual harassment that **apply to all courses at USF**. Be sure to review these online at: https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx

XVII. Course Policies: Grades

Late Work Policy: There are no make-ups for writing, quizzes, or exams (any assignment in this course). Late initial posts are only accepted as outlined in the rubric, with substantial penalty. No late quizzes, exams, writing assignments, or discussion post responses are accepted in this course. Please work ahead and do not wait until the last minute to submit an assignment.

Extra Credit Policy: There may be the opportunity for extra credit in this course. Your professor will let you know when or if that opportunity arises. Do not ask your professor for extra credit, that is not appropriate.

Grades of "Incomplete":
The current university policy concerning incomplete grades will be followed in this course.
<u>For undergraduate courses:</u> An "I" grade may be awarded to a student only when a small portion of the student's work is incomplete and only when the student is otherwise earning a passing grade. The time limit for removing the "I" is to be set by the instructor of the course. For undergraduate students, this time limit may not exceed two academic semesters, whether or not the student is in residence, and/or graduation, whichever comes first. For graduate students, this time limit may not exceed one academic semester. "I" grades not removed by the end of the time limit will be changed to "IF" or "IU," whichever is appropriate.

Attendance Policy: Your professor does not take attendance, but the expectation is that you submit your weekly assignments timely and are an engaged member of the class. This is an online course that has weekly assignments. Students are expected to participate and complete assignments timely, as outlined within this document.

Campus Free Expression:
It is fundamental to the University of South Florida's mission to support an environment where divergent ideas, theories, and philosophies can be openly exchanged and critically evaluated. Consistent with these principles, this course may involve discussion of ideas that you find uncomfortable, disagreeable, or even offensive.

In the instructional setting, ideas are intended to be presented in an objective manner and not as an endorsement of what you should personally believe. Objective means that the idea(s) presented can be tested by critical peer review and rigorous debate, and that the idea(s) is supported by credible research.

Not all ideas can be supported by objective methods or criteria. Regardless, you may decide that certain ideas are worthy of your personal belief. In this course, however, you may be asked to engage with complex ideas and to demonstrate an understanding of the ideas. Understanding an idea does not mean that you are required to believe it or agree with it.

Make-up Exams Policy:
There are no make-up assignments in this course. The due dates are outlined in advance. If you anticipate having an issue completing the assignment timely, please organize your schedule to complete the assignment early.

Final Examinations Policy:
All final exams are to be scheduled in accordance with the University's final examination policy. (Note: There is not a final exam in this course)

XVIII. Course Policies: Technology and Media

Canvas:

This course will be offered via USF's learning management system (LMS), Canvas. If you need help learning how to perform various tasks related to this course or other courses being offered in Canvas, please view the following videos or consult the Canvas help guides. You may also contact USF's IT department at (813) 974-1222 or help@usf.edu.

Online Exam Proctoring:
All students must review the syllabus and the requirements, including the online terms and video testing requirements, to determine if they wish to remain in the course. Enrollment in the course is an agreement to abide by and accept all terms. Any student may elect to drop or withdraw from this course before the end of the drop/add period.

Online exams and quizzes within this course may require online proctoring. Therefore, students will be required to have a webcam (USB or internal) with a microphone when taking an exam or quiz. Students understand that this remote recording device is purchased and controlled by the student and that recordings from any private residence must be done with the permission of any person residing in the residence.

To avoid any concerns in this regard, students should select private spaces for the testing. Students with concerns may discuss location of an appropriate space for the recordings with their instructor or advisor.

Students must ensure that any recordings do not invade any third-party privacy rights and accept all responsibility and liability for violations of any third-party privacy concerns.
Students are strictly responsible for ensuring that they take all exams using a reliable computer and high-speed internet connection. Setup information will be provided prior to taking the proctored exam.

To use Honorlock, students are required to download and install the **_Honorlock Google Chrome extension_**. For additional information please visit the **_USF online proctoring student FAQ_** and **_Honorlock student resources_**.

WhatsApp, GroupMe, and Student-to-Student Communication:
While students may use digital communication tools (WhatsApp, GroupMe, etc.) to communicate with fellow students (NOT your professor), it is important to remember that academic integrity policies still apply in these environments. Informing others about the contents of tests is prohibited by the official regulation, as is receiving unauthorized information about an examination. Students are expected and required to immediately report instances of such violations to the instructor.

XIX.   Course Policies: Student Expectations

Title IX Policy:
Title IX provides federal protections for discrimination based on sex, which includes discrimination based on pregnancy, sexual harassment, and interpersonal violence. In an effort to provide support and equal access, **USF has designated all faculty (TA, Adjunct, etc.) as Responsible Employees, who are required to report any disclosures of sexual harassment, sexual violence, relationship violence or stalking.** The Title IX Office makes every effort, when safe to do so, to reach out and provide resources and accommodations, and to discuss possible options for resolution. Anyone wishing to make a Title IX report or seeking accommodations may do so online, in person, via phone, or email to the Title IX Office. For information about Title IX or for a full list of resources please visit: https://www.usf.edu/title-

ix/gethelp/resources.aspx. *If you are unsure what to do, please contact Victim Advocacy – a confidential resource that can review all your options – at 813-974-5756 or va@admin.usf.edu.*

Course Hero / Chegg Policy:
The USF Policy on Academic Integrity specifies that students may not use websites that enable cheating, such as by uploading or downloading material for this purpose. This does apply specifically to Chegg.com and CourseHero.com – almost any use of these websites (including uploading proprietary materials) constitutes a violation of the academic integrity policy.

Professionalism Policy:
This is a business course. You are expected to act professionally. Emails to Dr. Weiss should be professional, and if they are not, they may not be responded to.
-Preferred method of contact is via USF email (ssweiss@usf.edu). Do not email your instructor from your personal email account. Your instructor will NOT respond to emails from personal email accounts!
-Please reference the course prefix and number, including section in your email subject line -Salutation should be professional (Hi Dr. Weiss, Dear Dr. Weiss, etc. Something along the lines of Hey, Hey Prof, Mrs. Weiss, or Sandy is not acceptable).
-Before asking a question, please review the syllabus to ensure that what you are asking is not addressed. Be very specific with your question/request. If the question is something that may benefit other students, post it in the course FAQ section in Canvas.
-Please allow up to three business days for a response
-CC our TA, Catalina on your email: Ctiamson@usf.edu

Here are a few links that provide additional guidance on email etiquette:
https://marktomforde.com/academic/undergraduates/Email-Etiquette.html
https://academicpositions.com/career-advice/how-to-email-a-professor

End of Semester Student Evaluations:
All classes at USF make use of an online system for students to provide feedback to the University regarding the course. These surveys will be made available at the end of the semester, and the University will notify you by email when the response window opens. Your participation is highly encouraged and valued.

Turnitin.com:
In this course, turnitin.com will be utilized. Turnitin is an automated system which instructors may use to quickly and easily compare each student's assignment with billions of web sites, as well as an enormous database of student papers that grows with each submission. Accordingly, you will be expected to submit all assignments in both hard copy and electronic format. After the assignment is processed, as instructor I receive a report from turnitin.com that states if and how another author's work was used in the assignment. For a more detailed look at this process visit http://www.turnitin.com. Essays are due at turnitin.com the same day as in class.

Netiquette Guidelines:
1. Act professionally in the way you communicate. Treat your instructors and peers with respect, the same way you would do in a face-to-face environment. Respect other people's ideas and be constructive when explaining your views about points you may not agree with.

2. Be sensitive. Be respectful and sensitive when sharing your ideas and opinions. There will be people in your class with different linguistic backgrounds, political and religious beliefs or other general differences.
3. Proofread and check spelling. Doing this before sending an email or posting a thread on a discussion board will allow you to make sure your message is clear and thoughtful. Avoid the use of all capital letters, it can be perceived as if you are shouting, and it is more difficult to read.
4. Keep your communications focused and stay on topic. Complete your ideas before changing the subject. By keeping the message on focus you allow the readers to easily get your idea or answers they are looking for.
5. Be clear with your message. Avoid using humor or sarcasm. Since people can't see your expressions or hear your tone of voice, meaning can be misinterpreted.

XX. Learning Support and Campus Offices
Academic Accommodations:
Students with disabilities are responsible for registering with Student Accessibility Services (SAS) in order to receive academic accommodations. For additional information about academic accommodations and resources, you can visit the SAS website.
SAS website for the Tampa and Sarasota-Manatee campuses.
SAS website for the St. Pete campus.

Academic Support Services:
The USF Office of Student Success coordinates and promotes university-wide efforts to enhance undergraduate and graduate student success. For a comprehensive list of academic support services available to all USF students, please visit the Office of Student Success website.

Canvas Technical Support:
Include information where students can find technical support.
Example: If you have technical difficulties in Canvas, you can find access to the Canvas guides and video resources in the "Canvas Help" page on the homepage of your Canvas course. You can also contact the help desk by calling 813-974-1222 in Tampa or emailing help@usf.edu.
IT website for the Tampa campus.
IT website for the St. Pete campus.
IT website for the Sarasota-Manatee campus.

Center for Victim Advocacy:
The Center for Victim Advocacy empowers survivors of crime, violence, or abuse by promoting the restoration of decision making, by advocating for their rights, and by offering support and resources. Contact information is available online.

Counseling Center:
The Counseling Center promotes the wellbeing of the campus community by providing culturally sensitive counseling, consultation, prevention, and training that enhances student academic and personal success. Contact information is available online.
Counseling Center website for the Tampa campus.
Counseling Center website for the St. Pete campus.
Counseling Center website for the Sarasota-Manatee campus.

Tutoring:
The Tutoring Hub offers free tutoring in several subjects to USF undergraduates.
Appointments are recommended, but not required. For more information, email
asctampa@usf.edu.
Tutoring website for the Tampa campus.
Tutoring website for the St. Pete campus.
Tutoring website for the Sarasota-Manatee campus.

Writing Studio:
The Writing Studio is a free resource for USF undergraduate and graduate
students. At the Writing Studio, a trained writing consultant will work individually with
you, at any point in the writing process from brainstorming to editing. Appointments are
recommended, but not required. For more information or to make an appointment, email:
writingstudio@usf.edu.
Writing studio website for the Tampa campus.
Writing studio website for the St. Pete campus.
Writing studio website for the Sarasota-Manatee campus.

XXI. Important Dates to Remember:
For important USF dates, see the Academic Calendar at http://www.usf.edu/registrar/calendars/

Week	Assigned Reading Chapter(s)	Assignment	Syllabus Quiz Points	Video Introduction Points	Discussion Post Points	Writing Assignment Points	Quiz Points
1	1	Syllabus Quiz	20				
		Video Introduction		90			
2	2	Discussion Post			50		
3	3	Discussion Post			50		
4	4 & 5	Discussion Post			50		
5		Quiz 1 (Chapters 1-5)					50
6	6 & 8	Discussion Post			50		
7	7	Writing Assignment				120	
8	9	Discussion Post			50		
9	10	Discussion Post			50		
SPRING BREAK							
10		Quiz 2 (Chapters 6-10)					50
11	11	Discussion Post			50		
12	12	Writing Assignment				120	
13	13	Discussion Post			50		
14	14	Discussion Post			50		
15	15 & 16	Discussion Post			50		
16		Quiz 3 (Chapters 11-16)					50
Assignment type total % of grade=			2%	9%	50%	24%	15%

Week	Assigned Reading Chapter(s)	Assignment	Points Per Assignment	Comments
1	1- The Meaning of Marketing	Syllabus Quiz	20	DO NOT COMPLETE THE SYLLABUS QUIZ LATE- YOU WILL BE DROPPED FROM THE COURSE!
		Video Introduction	90	
2	2- Marketing Strategy	Discussion Post	50	**Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday** (must complete all components of this prompt) 1a- Define what a Mission, Vision, and Values (MVV) statemen is. 1b- Research at least two organization's Mission, Vision, and Values statements. 1c- Find marketing campaigns of these organizations and discuss how they align with their MVV.
3	3- The Environment of Marketing Strategy	Discussion Post	50	**Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday** (choose one option) 1. Define and discuss HIPAA. How can this impact a healthcare organization's marketing plan? What special considerations need to be given to keep HIPAA in regard to marketing? 2. Discuss at least three of the nine areas that are closely monitored by the DOJ and FTC. Provide specific real-world example of each and discuss what the potential issues or concerns are/were.
4	4- Buyer Behavior & 5- Marketing Research	Discussion Post	50	Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday (choose one option) 1. Discuss how quality can impact consumer decision making process. Be very specific and provide at least two examples. For more information on this, please also review: https://www.cms.gov/medicare/provider-enrollment-and-certification/certificationandcomplianc/fsqrs 2. Review Exhibit 5-2 in your text (Useful Online Marketing Sources) and discuss specific uses of at least three of the tools.
5		Quiz 1 (Chapters 1-5)	50	

6	6- Marketing Segmentation & 8- Marketing in the Digital Age	Discussion Post	50	Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday (choose one option) 1. Review table 6-3 in your text (Population Segments and the Multifaceted Implications to Respond to their Needs) and provide real-world examples of marketing campaigns that target specific population segments (provide a minimum of three examples). 2. Discuss the unique challenges that marketing campaigns face when targeting Gen Z (or pick another generation, if you prefer). Provide unique examples of at least three expectations. If you are of this generation or know someone form this generation, feel free to leverage your experience to discuss this! 3. Define the internet of things (IoT). Describe at least three real-world marketing campaigns for IoT related services. Identify strengths or weaknesses in these marketing plans during your description of the campaigns.
7	7- Developing Customer Loyalty	Writing Assignment	120	
8	9- Product Strategy	Discussion Post	50	Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday (choose one option) 1. Discuss the importance of patient satisfaction and the relationship between patient satisfaction and customer loyalty. Review the HCAHPS survey tool and discuss how marketing can use this information to promote the organization. This link is helpful (also mentioned in Chapter 11, pg. 525): https://www.hcahpsonline.org/en/ Note: If you plan to work in hospital marketing, this will be incredibly useful and practical for you to understand. 2. Discuss each of the Five I's of Service and how the pose additional challenges within marketing in the healthcare industry.

9	10- Prices	Discussion Post	50	Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday (choose one option) 1. The text mentions a shift from a fee-for-service approach to a value based care approach, this is where reimbursement is based on patient outcomes. While marketing is not responsible for quality of care delivered and patient satisfaction, the importance of having a basic understanding of these concepts can not be understated. Assume you work in marketing for a large healthcare organization, describe how this might impact your role. 2. Define and discuss the four cost concepts and provide multiple examples of each.
		SPRING BREAK		
10		Quiz 2 (Chapters 6-10)	50	
11	11- Distribution	Discussion Post	50	Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday (Choose one option) 1. Define and discuss channels of distribution. Discuss alternative channels and provide multiple examples. Expand on the value this has to the consumer (patient) and why this is so important. 2. Define vertical marketing systems. Discuss the benefit(s) from the PATIENT and the COMPANY perspective.
12	12- Promotion	Writing Assignment	120	
13	13- Advertising	Discussion Post	50	Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday (must complete all components of this prompt) 1a. Discuss the elements of the communication process (Figure 12-1). 1b. Discuss the value and role of source credibility in this process and incorporate an explanation of the importance of correctly citing your sources and why this is important. 1c. Discuss how empathy can be used throughout this process. (Empathy is having the ability to put yourself in someone else's situation/circumstances. I encourage finding research out there on this- it's quite fascinating and will help you regardless of what your future career is)

14	14- Sales and Management	Discussion Post	50	Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday (must complete all components of this prompt) 1a. Find at least two jobs that may be of interest to you in the future (when you graduate or later in your career is OK) These jobs should be healthcare and/or marketing focused. 1b. Discuss each of the jobs (provide a link to the job posting). What are the educational and experience requirements for this job? 1c. Review the job description roles/responsibilities. Discuss what skills you currently possess that are addressed in the job description and discuss skills that you may need to build on in order to meet the criteria to succeed in this role. Note: this assignment is meant to help you all of on your journey/ when done with this course. You can look for a potential job/title that you may want when your graduate, or it could be a goal job for later in your career. If you do not wish to do something healthcare or karting related, please discuss with Dr. Weiss and Catalina for approval prior to posting. Dr. Weiss recommends using LinkedIn. Also, this is a good time to connect with your classmates via LinkedIn if you are ant already connected. This can be a valuable networking tool to leverage throughout your career!
15	15- Controlling and Monitoring & 16- Ethical Considerations in Marketing	Discussion Post	50	Initial post due by 11:59pm on Wednesday, and you must respond to two student's posts by 11:59pm on Sunday (Choose one option) 1. Describe the scope and the components of the marketing audit. Discuss each of the major and secondary purposes. What is the value of the marketing audit? 2. Discuss each of the ethical values (Figure 16-1). After defining each of the value discuss why each these are so important to the organization and the customer (patient).
16		Quiz 3 (Chapters 11-16)	50	YOU MUST SUBMIT THE QUIZ BY WEDNESDAY at 11:59pm. No late submissions will be considered!

All assignments subject to change at the discretion of the instructor. Please visit Canvas for the most up to date information!