

**Health Care Planning and Marketing  
 Department Answer Questions  
 Professors**

HAD Health Care Planning and Marketing Dr. Rita DiLeo DSc MPA CRA RT BSP  
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 Office Hours: Monday to Friday, 9:00 am to 4:00 pm Telephone

**Course Description**

The purpose, function, and application of planning and marketing in health care administration are studied. Content includes strategic planning, situational analysis, strategy formulation, implementation, planning, exchange, buyer behavior, segmentation, market research, product, services, pricing, distribution, promotion, and marketing control. The role and responsibility of health system governance in marketing, fundamental and ethics is explained. This course provides for a framework to identify the customer of health care and how an organization would structure and position itself within a specific market. Selected theoretical concepts are drawn from disciplines such as economics, organization theory, psychology, and sociology. Prerequisites are HAD 101, HAD 102, and HAD 103 or permission from the instructor.

**Course Number / Section**

**ACPN 101**

**Approach: A Role Course for Core Courses**

**Do not Confuse the following numbers**

B

Course Objectives

This course uses readings, group exercises, case studies, lectures, projects, videos, discussions, handouts, Tests, guest speakers, research, and students present papers to enable students to achieve course objectives. Other learning methods may be used. Class sessions will be mixed in format to include interactive lectures, discussions of readings, case analyses, video clips, and

The students will be divided into teams with each team building a marketing strategic plan to promote a company's product and/or service.

The students also complete the individual assignments to demonstrate mastery of the content. Students will participate in weekly discussion with the instructor assigned topic/question to demonstrate their ability to examine marketing research issues with a holistic focus.

Responsibilities

Students are responsible for

- completing a reading assignment prior to scheduled classes
- participating in class by actively engaging in discussions regarding assigned case studies and readings
- attending on time and meaningfully contributing to class
- getting a paper presented and announcements made during any class
- completing a course assignment and activities as scheduled
- talking with the instructor regarding questions or concerns about assignments, grades, class activities, or other aspects of the course
- reading and following the university policy on attendance, penalties, and other matters
- reading and understanding the course syllabus and complying with the requirements outlined for the course
- logging regularly to D L to read course announcements, submit assignments, complete discussion boards, and access power points or other lecture related information
- using D L successfully for intern course communication your university of
- Scranton e-mail account should only be used for times when D L cannot be accessed
- contacting the instructor immediately in the event of an emergency illness or issue that affects participation or attendance in this course

Additional Information

Do not expect personal responsibility or responsibility. You are

extension substitution waiver or make up of any assignment will be at the discretion of the instructor. To avoid any issues complete and submit your work as required.

**no** **s** **no** **o** **or** **n** **r** **s** **n** **n** **o** **o** **s** **D** **oo** **s** **r** **no**  
**x** **s** **or** **n** **o** **s** **n** **ss** **n** **n** **on**

work submitted after 5:00 PM EST on the end date will be penalized using either up to a 24-hour period.

No assignments will be accepted after 24 hours past the due date. It is recommended that you allocate 1-2 hours per week for course readings and assignments. Please plan accordingly.

Class absences will impact the final course grade. **s no n n s**  
**x r** **por** **n** **or** **o** **r** **s** **ss** **n** **s** **o** **r** **s** **n** **s** **r** **q** **r** **C** **ss** **ttend** **nce**  
preparation and participation are directly correlated with course performance and with actual long-term retention. The more one attends, prepares, and participates, the more one learns and retains throughout the evening. Be prepared to meaningfully discuss class readings, cases, assignments, lectures, activities, and materials. Students are encouraged to share their own experiences that fit with the class content.

q    r    n    

Berkowitz E N            Essentials of Health Care Marketing 4<sup>th</sup> Edition Jones & Bartlett  
Learning LLC

Fortenberry J L            Cases in Health Care Marketing Jones and Bartlett Learning LLC

Zucker J A M            Healthcare Strategic Planning Health Administration Press

Reading in the health care planning marketing and management literature e.g. Marketing Health Services and Health Care Management Review health care trade journals e.g. Modern Healthcare or digital websites and newspapers will be useful to prepare for meaningful class discussion and to complete assignments

Microsoft Word Excel and PowerPoint are used in this course. If you lack basic knowledge of these software packages consider consulting one of the many free online tutorial resources including <https://support.office.com/en-us/training>

    A    o    o    n    

The University of Scranton complies with applicable laws & regulations with respect to the accommodation of handicaps & disabilities. These terms are defined in the law. The University will provide reasonable accommodation so that students can fully participate in curriculum & extracurricular activities without undue financial burden.

## Writing Center Services

The Writing Center focuses on helping students become better writers. Consultants will work one-on-one with students to discuss students' work and provide feedback at any stage of the writing process. Scheduling appointments early in the writing progress is encouraged.

Students can make an appointment through the My.Scranton portal: [my.scranton.edu](http://my.scranton.edu) -> Self Service -> Student & Financial Aid -> CTLE Menu.

For more information, please contact Amye Archer at [amy.e.archer@scranton.edu](mailto:amy.e.archer@scranton.edu) or visit the [Writing Center webpage](#).

### Consultation Support

The strains and work of student life can sometimes feel overwhelming and it is easy to lose perspective when faced with academic, social, and personal demands. The staff of the Counseling Center, through our Outreach Hours, are there to help students manage the stresses of university life. Appointments can be scheduled by calling or by stopping by

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Students who believe they have been subject to sexual harassment, sexual misconduct or sex or gender discrimination should contact Christine M. Beck, Interim Title IX Coordinator at [christine.beck@scranton.edu](mailto:christine.beck@scranton.edu) or Ms. Lauren Rivera, Assistant for Student Formation & Campus Life and Dean of Students at [lauren.rivera@scranton.edu](mailto:lauren.rivera@scranton.edu). The United States Department of Education's Office for Civil Rights (OCR) enforces Title IX. Information regarding OCR may be found at [www.ed.gov/about/offices/list/ocr/index.htm](http://www.ed.gov/about/offices/list/ocr/index.htm).

The University of Scranton Sexual Harassment and Sexual Misconduct Policy can be found online at [www.scranton.edu/diversity](http://www.scranton.edu/diversity). A reporting options and resources page may also be found at [www.scranton.edu/CARE](http://www.scranton.edu/CARE).

## **ACADEMIC CODE OF HONESTY**

Conduct that violates the Academic Code of Honesty includes plagiarism, duplicate submission of the same work, collusion, providing false information, unauthorized use of computers, theft, and destruction of property, and unauthorized possession of tests and other materials. Steps taken in response to suspected violations may include discussion with the instructor and informing the dean of the college and hearing before the Academic Dishonesty Hearing Board. The complete Academic Code of Honesty is located on the EB at [www.scranton.edu/student handbook](http://www.scranton.edu/student handbook).

Please review

## A s n o

Students are expected to attend class to maximize your learning and to support your teacher. Since participation is a component of your grade and requires attendance if you are not in class on a







ns  
B r o C p rs

-D s ss on

A ro  
r or o ss r o n A s r

Conceptualize service and explain in a mode of how customers perceive service quality  
Explain factors that determine service quality

## Class Content

Consumer decision making mode and consumer decision making unit  
Marketing Mix  
Characteristics of services and implications for the P's  
Service quality mode  
The meaning of Price  
The Ever Increasing Challenge of Pricing in Health Care  
Alternative Channels of Distribution  
Channel Leadership  
Selected Concepts of Retailing  
The Communication Mode  
Mastering Customer Service  
Determinants of perceived service quality  
Criteria by which consumers evaluate services  
Image and tools to ensure image  
Product life cycle and implications for the P's  
Distinguishing Product Types and Levels  
Managing Product Lines  
The Promotion Mix  
Personal Selling  
Social Marketing  
Media Options  
The New Offerings Development Process  
Building the Brand  
Strategic planning benefits

Business  
Broader Concepts or

Concepts or

Dissonance

Dissonance

Case Study: Borden's

Advertising and Control

## Learning Objectives

Analyze specific promotion techniques and methods from the promotional mix

Explain how to apply advertising and sales management to health services

Assess methods for controlling and monitoring marketing objectives

## Class Content



Final Examinations

**Course Evaluation**

Please log on to my screen at <http://my.screen.edu> this week to access and complete the Course Evaluation for this course.

Final Exam

GENERAL EDUCATION

**A Course Reflection** List and explain how you used specific MHA tools, methods, techniques, principles, theories, models, etc. from MHA courses that you used for this case. List specific tools, e.g., cost-benefit analysis, market segmentation, etc. Do not list general subjects, e.g., finance, leadership.

**Conclusions**

to add staff which is the cost and how will you cover the expense How will the program derive more revenue to cover the cost How do you know how much the staff cost Salary scales etc

Please do not hesitate to contact me at any point I am always available to set up a conference call or meeting with the team and review draft work





# r E on For

Evaluation Completed by: \_\_\_\_\_

s o o n s o r o r p rs

superior above average average below average weak contributions no contribution

E on s r s rs

|                                                 |                               |  |  |  |  |  |
|-------------------------------------------------|-------------------------------|--|--|--|--|--|
|                                                 | <i>Ex.</i><br><i>Victoria</i> |  |  |  |  |  |
| Attended group meetings                         | 5                             |  |  |  |  |  |
| Participated in group meetings and discussions  | 5                             |  |  |  |  |  |
| Completed quality portion of work prior to test | 5                             |  |  |  |  |  |

Made quality contributions to