



HEALTHCARE MARKETING PRINCIPLES

HMKTP200 — Healthcare Marketing Principles, 3.0 hours

PROFESSOR

Rhonda McLean is the Associate Director of Health Services for Northeast Ohio Neighborhood Health Services, Inc. (NEON) where she has served in this capacity for four years. She has over fifteen years of health care experience in the arenas of Medicaid Manage Care and FQHC Operations. In her current role, a few of her responsibilities include Quality Improvement and monitoring of our Medicare Manage Care contracts. United healthcare recognized her efforts of achieving a four-star rating with their Medicare Advantage plan members compliance of HEDIS measurement during the 2015 calendar year. She has become a certified Diabetes Education Empowerment Program (DEEP) certified Peer-to-Peer educator.

She has led the efforts at NEON in designing a four prong approach to improve the quality of life of their diabetic patients. Rhonda holds a Bachelor's of Science in Mathematics from Baldwin Wallace College and a MBA in Health Care Administration from Cleveland State University. She is a certified 7-12 Mathematics teacher, with over ten years of high school teaching experience. She currently serves in leadership and board positions for numerous other community focused organizations.

CONTACT INFORMATION

E-mail: rmclean@lakewood.edu
Cell Phone: 800-517-0857 X 783

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

Berkowitz, E. N. (2021). *Essentials of Health Care Marketing* (5th ed.). Jones & Bartlett Learning.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.
Course Requirement Summary

- Assignments - Total of 30 Points
- Weekly discussion forums-Total of 80 Points
- Final Exam - 25 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 160. To determine the final grade, the student's earned points are divided by 160.

Your overall course grade will be determined according to the following scale:

A = (90% - 100%)

B = (80% - 89%)

C = (70% - 79%)

F < (Below 70%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none">The Meaning of MarketingMarketing Strategy	Study Course Syllabus Read Chapters 1 & 2 Participate in the Discussion Forum Lesson Evaluation		Objective 1
Lesson #2	<ul style="list-style-type: none">The Environment of Marketing StrategyBuyer Behavior	Read Chapters 3 & 4 Participate in the Discussion Forum Lesson Evaluation		Objective 2
Lesson #3	<ul style="list-style-type: none">Market ResearchMarket Segmentation	Read Chapters 5 & 6 Participate in the Discussion Forum Complete Assignment 1 Lesson Evaluation	Assignment 1 upon completion of the lesson	Objective 3
TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES

Lesson #4	<ul style="list-style-type: none"> Developing Customer Loyalty Product Strategy 	Read Chapters 7 & 8 Participate in the Discussion Forum Lesson Evaluation	Objective 4
-----------	---	---	-------------

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> Price Distribution 	Read Chapters 9 & 10 Participate in the Discussion Forum Lesson Evaluation		Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6	<ul style="list-style-type: none"> Promotion Advertising 	Read Chapters 11 & 12 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 6

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #7	<ul style="list-style-type: none"> Sales and Sales Management 	Read Chapter 13 Participate in the Discussion Forum Lesson Evaluation		Objective 7

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #8	<ul style="list-style-type: none"> Controlling and Monitoring 	Read Chapter 14 Participate in the Discussion Forum Complete Assignment 3 Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Assignment 3 And Final exam upon completion of the lesson	Objective 8

DESCRIPTION

This course is designed to introduce you to the basic principles of Marketing including, but not limited to, fundamental business, management, and entrepreneurial concepts that affect business decision-making; economic principles and concepts fundamental to marketing; marketing career exploration, development and growth; and the basic functions of marketing (e.g. distribution, financing, marketing information systems, pricing, product/service management, promotions, and selling).

Course Objectives:

- Students will understand the marketing process: the meaning of marketing, marketing strategy, and the environment of marketing.
- Students will understand the consumer: buyer behavior, marketing research, market segmentation, and customer loyalty.
- Students will understand the marketing mix: The four P's, advertisement, sales and sales management, controlling and monitoring.

OBJECTIVES

- Students will understand the marketing process: the meaning of marketing, marketing strategy, and the environment of marketing.
- Students will understand the consumer: buyer behavior, marketing research, market segmentation, and customer loyalty.

3. **Students will understand the marketing mix: The four P's , advertisement, sales and sales management, controlling and monitoring.**