PHPM558 Health Care Marketing—Fall 2018

Time and Location:
Thursday, 3:00 pm – 5:50 pm

Phoenix - Building 2, Room 2306 (T-Health Amphitheatre)
Tucson – AHSC 214

Instructor and Contact Information:
Karen J. Tiggs, MPH
kjtiggs@email.arizona.edu

Instructor Availability:
Office hours are available by appointment. Email your instructor directly with individual or private questions. Please allow at least 24 hours for the response.

Instructor Email Communication:
- Please contact instructor via their posted email addresses.
- You must include the Course Number PHPM558 in the subject line of your email.
- Allow 24 hours for a response time Monday–Friday and 48 hours for a response Sat–Sun. If a response is not sent within these time periods, assume I did not get your email and resend.
- Please plan your questions with response times in mind.

Catalog Description:
This course provides an overview and applications of health care marketing theories and methods for health care and public health organizations. Graduate level requirements include a 20-page paper describing a marketing plan and the process used to complete it.

Course Description:
This course provides a theoretical introduction and applied experience with methods for undertaking public health research and program evaluation. Activities will involve designing and presenting both a research and evaluation plan using standards set by federal funding agencies and practical problem solving in applying research and evaluation methods in the field.

Course Prerequisites: Successful completion of PHPM574 or permission of instructor.

Course Learning Objectives: Upon completion, students will be able to:

Marketing:
- Describe and critically analyze marketing theories and methodologies, applied to health care marketing.
- Understand health care markets and consumer decision making about health.
• Understand market research as applied to health care products, services, and social marketing campaigns.
• Understand the links between strategic planning and marketing.
• Understand the uses of social marketing.
• Understand uses of marketing communications, especially social media, in health care.
• Develop a marketing plan for a health care service, or a social marketing campaign.

Strategic Planning:
• Describe and critically analyze strategic planning theories and methodologies.
• Critically analyze a strategic plan.
• Understand the appropriate use of group facilitation processes for strategic planning.
• Conduct an organizational and environmental assessment.
• Develop forecasts and scenarios.
• Develop mission, vision, and values statements.
• Develop strategies to achieve the vision.

MPH Core Competencies Addressed:
• Assess population needs, assets, and capacities that affect communities’ health.
• Design a population-based policy, program, project, or intervention.
• Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes.
• Select communication strategies for different audiences and sectors.
• Communicate audience-appropriate public health content, both in writing and through oral presentation.
• Describe the importance of cultural competence in communicating public health content.
• Perform effectively on interprofessional teams.
• Apply systems thinking tools to a public health issue.

HSA, PHPM, and PHP Core Competencies Addressed:
• Successfully participating in financial management of the organization.
• Interpersonal communications leadership.
• Engaging in both quantitative and qualitative analysis utilizing finance.
• Understanding legal and ethical environments to carry out and achieve organizational goals.

DrPH Competencies Achieved:
• Identify and distribute sources of funding for public health activities.
• Communicate effectively with community members.

Course Notes: Reading assignments and course materials will be made available on the course website.
Required Text/Readings:


Textbooks are available at the University bookstore and online. It is also recommended that you get a writing style guide and/or bookmark applicable sites. We will be using *Publication Manual of the American Psychological Association (APA)* format for this course.

Optional Readings:


**Additional required content materials:** Each week additional readings may be required, in the form of articles and case studies, workbooks, etc., and will be posted on the Brightspace website.

**Course Requirements:** By the end of the semester, students must demonstrate knowledge of strategic planning and marketing in health care. They must also be able to acquire necessary documentation to successfully create strategic plans and marketing plans. They must also understand and use data to compile strategic and marketing plans. Students are required to complete all assignments on the respective due date as detailed in the course schedule. Late assignments will not be accepted.

**Grading/Student Evaluation:**
90-100 = A  
80-89  = B  
70-79  = C  
60-69  = D  

**Class Attendance/Participation:**  
Students are expected to read textbook assignments, review the PowerPoints, and actively participate in assignments, discussions, and complete the quizzes. Each week students must complete all assignments by the posted weekly deadlines. Work should be well proofed, free of grammatical errors, include the minimum number of citations, and illustrate critical thinking. **Note: If an assignment is not turned in by the designated date and time, no points will be awarded.**

**Time:**  
All course times are Mountain Standard Time (MST.) Please note Arizona does not observe Daylight Savings Time.

**Course Format:**  
The course uses team-based learning, which requires active participation inside and outside of class. Teams will be preassigned and must adopt a team charter to document expectations including group assignment contribution dates (see sample team charter on course website). Students will work in that team throughout the semester. Planning professionals usually work in facilitated groups, teams, and coalitions; this class will help students develop needed skills. For all team discussions and assignments, each team member will be awarded the same points.

It is recommended teams investigate Google Hangouts as a method of group communication and collaboration. Please refer to the [Google Hangouts Help Center website](https://support.google.com/hangouts) for assistance.

**Quizzes:**  
There will be a weekly quiz during the course. Weekly quizzes must be taken by **Wednesday at 11:59 P.M.** throughout the course session. You may take quizzes any time before the weekly due date and each quiz will be timed depending on the number of questions in the quiz. All
quizzes are open source and should take between 10 and 20 minutes to complete. All quizzes must be completed by **Wednesday at 11:59 P.M.**

**Classroom Discussion:**
This course uses a classroom discussion board. Discussion questions will be assigned in the weekly modules. Please prepare your team and individual responses for delivery within the classroom every **Thursday.**

**Peer Evaluations:**
Due to the amount of group work in this class, we will conduct peer evaluations. Each student will anonymously evaluate each other’s contributions to team work and the team dynamic. Students rate each other based on four criteria: preparation, contribution, respect for others’ ideas, and flexibility. Peer evaluations are due on **Wednesday by 11:59 P.M.**

**Course Content Assignments:**
There will be weekly written assignments throughout the class, consisting of both individual and group work. Assignments should be written using APA style. You will be notified if references are required for the assignment. Be sure you use proper APA formatting techniques. Papers are due on **Wednesdays by 11:59 P.M.** except for the Final Project and Elevator Speech; see date in Course Content.

**Final Project Paper:**
As a final class project, student groups are required to write a minimum 20-page paper describing his or her team’s NPO’s marketing/strategic plan. Assignments required over the course of the term will culminate into this final project paper. Papers will be submitted on or before the due date. Assignments that are included in the final project are delineated in the course modules.

**Rubrics:** Are found in the assignment instructions in Brightspace course site.

**Absence and Class Attendance/Participation:**
The class attendance, participation, and administrative drop policies are available in the **University catalog.**

The UA policy regarding absences for any sincerely held religious belief, observance, or practice will be accommodated where reasonable. For more information, review the **Religious Accommodation Policy.**

Absences pre-approved by the **UA Dean of Students** (or Dean Designee) will be honored.

**Communications:**
You are responsible for reading emails sent to your UA account from your professor and the announcements that are placed on the course web site. Information about readings, news events, your grades, assignments, and other course-related topics will be communicated to you with these electronic methods. The **Official Student Email Policy** can be found at the Office of the Registrar.
Disability Accommodations:
It is the University’s goal that learning experiences be as accessible as possible. If you anticipate or experience physical or academic barriers based on disability or pregnancy, please let me know immediately, so that we can discuss options. You are also welcome to contact the Disability Resource Center (520-621-3268; drc.arizona.edu) to establish reasonable accommodations (as it is very important that you be registered with the DRC).

Code of Academic Integrity:
All students are expected to do their own work. For homework, feel free to ask each other questions about concepts and procedures. However, when it comes time to complete the homework to turn in, do that on your own. Duplicate homework will be considered a breach of academic integrity. No communication between students is allowed during exams.

Plagiarism:
What counts as plagiarism?
- Copying and pasting information from a website or another source, and then revising it so that it sounds like your original idea.
- Doing an assignment with a friend and then handing in separate assignments that contain the same ideas, language, phrases, etc.
- Paraphrasing a passage without citing it, so that it looks like your own.
- Hiring another person to do your work for you, or purchasing a paper through any of the on- or off-line sources.

All UA students are responsible for upholding the University of Arizona Code of Academic Integrity, available through the office of the UA Dean of Students.

Classroom Behavior:
Students are expected to be respectful of the instructor and other students at all times. Students are expected to be familiar with the UA Policy on Disruptive Student Behavior in an Instructional Setting.

Threatening Behavior Policy:
The UA Threatening Behavior by Students Policy prohibits threats of physical harm to any member of the University community, including to one’s self.

Nondiscrimination and Anti-harassment Policy:
The University of Arizona is committed to creating and maintaining an environment free of discrimination, please read the Nondiscrimination and Anti-Harassment Policy for more information.

Syllabus Changes:
Information contained in the course syllabus, other than the grade and absence policies, may be subject to change with reasonable advance notice, as deemed appropriate.