



Hawaii Campus

School of Business

2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning focused and distinctively Christian environment for pro(o)8 (T0ly)4 5A (d)-3.9 ((d)-3. n8 (r p)g)-1 To(o) humankind.

3. COURSE NUMBER & NAME:

HLAD 4336HI01, Health Care Marketing

4. TERM

Spring II, 2021 March 22, 2021 May 15, 2021

5. INSTRUCTOR

Mrs. Sundé J. Bargas

6. CONTACT INFORMATION

Office phone: (808) 398477

WBU Email: sunde.bargas@wayland.wbu.edu

7. OFFICE HOURS, BUILDING & LOCATION

Before Class or After Class and by appointment

8. COURSE MEETING TIME & LOCATION

Mondays, 5:30 PM 8:00 PM Pearl Harbor Ed. Center (This is a hybrid)

9. CATALOG DESCRIPTION

The emergence of marketing in the health care sector, consumer orientation, specific areas of health care marketing technique, marketing research and information systems, marketing plan and strategy development.

10. PREREQUISITE:

None

11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Health Care Market Strategy: From Planning to Action</u>	Hillestad/Berkowitz	5th	2020	Jones & Bartlett	9781-284150407

NOTE: *eTextbook cost included at registration*

University Textbook Disclosure:

Wayland Baptist University has partnered with VitalSource which is a digital copy of the required textbook available on Blackboard day one of class. The prices are very competitive with the market and in most cases below the standard cost. The eTextbook will be available for you to sample in the first two weeks (before Census date) of class. Opt out procedures will be emailed to you. If you choose **NOT to use** this version, you **MUST opt-out by Census Date**, or you will be charged, and refunds are not available. If you choose to opt out, you are responsible for obtaining the textbook on your own. The textbook is needed for Week 1 assignments. The price of the textbook has been billed to your student account.”

12. OPTIONAL MATERIALS

None

13. COURSE OUTCOMES AND COMPETENCIES

Upon completion of the course, the student should be able to:

- Explain the difference between strategic, tactical, and operational planning in health care and explain how they affect marketing.
- Relate how marketing has changed and how health care marketing is different from marketing in other industries.
- Define the strategic planning process for marketing through discussion of vision, mission, goals, objectives, and tasks and how they relate to one another.
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grade. Missing an hour or more of a class is counted as an absence. Participation in online portions counts as an equal part of the attendance component. Missing online assignments is the same as missing face-face classes.

15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

16. DISABILITY STATEMENT

3. Written work, including the term paper, is graded on the basis of content first, but also on the quality of grammar and punctuation.
4. All written assignments should be in 12-point type, double-spaced, and using APA Manuscript Writing Style.
5. Questions concerning grades received should be resolved within one week after the assignment has been returned.
6. Unless noted as a group assignment, all work should be original work of the individual student.
7. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.
8. Students will need to use the Internet to access some assignments.
9. Always contact the professor if you need assistance.

Discussion Board Forum: The weekly discussion board assignments are to be completed no later than each Sunday by 11:59 p.m. HST of the assigned week. You must make at least substantive contributions per week to the threaded discussion. Respond to some or all of the starter questions or other responses from your classmates to make at least 3 posts. You can either support or refute the observations or hypothesis presented.

Term Paper: Students will complete one research paper for this class. The paper should be a minimum of five pages of content, excluding coversheet, abstract and references, and should utilize at least five high quality primary references. Papers must utilize APA format. Topics for papers must also be pre-approved by the professor.

17.1 Include Grade Appeal Statement: "Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation."

18. TENTATIVE SCHEDULE

March 22	Introduction
	Syllabus review
	Chapters 12
	Discussion Board

March 29	Chapters 34 Term Paper topic due; 5 Main Points, 2 subpoints each Discussion Board
April 5	Chapters 56 Discussion Board
April 12	Chapters 78 Discussion Board
April 19	Chapter 9 Discussion Board