

MGT 569 Healthcare Marketing

Term: Fall 2014

Instructor: Ron Sakaguchi (sakaguch@ohsu.edu)
Alan Shoebridge (email TBD)

Course Meets Online: Monday, September 29 – Friday, December 12, 2014

Face-to-Face Dates: Friday 10/3/2014 4:00-9:00pm CDRC 3200
Friday 12/5/2014 4:00-9:00pm CDRC 3200

Required Materials:

A Harvard coursepack will be available for purchase. A link to the e-packet will be available in the syllabus on Monday, September 29.

Additional readings will be made available through OHSU Library and the Sakai learning platform.

Course Description:

This course presents marketing principles and their connections to innovation, operations and strategy in the healthcare industry. Students will analyze marketing strategies and implementation plans through case studies and online forum discussions. Articles, videos, and lectures will provide background concepts and frameworks for analysis.

Learning objectives:

- Understand fundamental marketing principles and strategies that are relevant in healthcare.
- Understand relationships between marketing, operations, innovation and strategy in healthcare organizations.
- Analyze cases of marketing strategy in healthcare and recommend areas for improvement.
- Analyze marketing strategies and recommend processes for implementation.