MGT 569 Healthcare Marketing

Term: Fall 2015

Instructors: Lisa Hannah (e-mail TBD)
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Course Meets Online: Monday, September 28 – Friday, December 18, 2015

Face-to-Face Dates: Friday, October 2, 2015  4:00-9:00pm  CDRC 3200
Friday, December 4, 2015  4:00-9:00pm  CDRC 3200

Required Materials:
Readings will be made available through 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.