MGT 569 Healthcare Marketing

Term: Fall 2016

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Course Meets Online: Monday, September 26 – Friday, December 9, 2016

Face-to-Face Dates: Friday, September 30, 2016 4:00-9:00pm CDRC 3200
Friday, December 2, 2016 4:00-9:00pm CDRC 3200

Required Materials:

Pricing for textbooks may vary by retailer. Additional information about pricing, electronic options (e.g., Kindle), rentals, and used copies is available through your favorite online vendor. Additional readings will be made available through OHSU Library and the Sakai learning platform.

Harvard Business School Publishing cases, notes and articles will be required at an approximate cost of $60. Details will be provided via Sakai on September 26.

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.

Credits: 4 quarter credits