



MGT 519 Healthcare Marketing

Fall 2015 Syllabus

Course Description The 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.

Credit Hours 4 quarter credits

Faculty Information Alan Shoebridge
Adjunct Instructor, Division of Management
Senior System Director, Marketing/Communications
Operations Providence Health & Services
shoebrid@ohsu.edu

Lisa Hannah
Adjunct Instructor, Division of Management
Principal
Marketing Element, LLC
Email TBD

Office hours

For a timely, brief question you are welcome to connect with Alan Shoebridge or Lisa Hannah by e-mail. For an extended conversation please e-mail us schedule a specific time. A weekly online office hour can be arranged if a majority of the class finds it to be useful.

Online hours

Both instructors will be online frequently throughout the quarter, including evenings and weekends. We will attempt to respond to any e-mail inquiries as soon as possible after we receive them.

General Course Meeting Information Two face-to-face (F2F) sessions will be held:

Friday, October 2 | 4 PM - 9 PM

Friday, December 4 | 4 PM - 9 PM

Both F2F sessions will be held in CDRC 3200.

Attendance at F2F sessions is required.

Weekly modules will begin on Monday of each week. Assignments are due at 11:55 pm Pacific time on designated days.

Required Texts Articles from various sources will be made available through Sakai in the weeks they are assigned.

Course Outcomes Upon successful completion of this course, student will:

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Alignment in the Curriculum This course is a foundation course in the MS curriculum and while this course contains aspects of all of the program's learning goals, it focuses on the following:

LG2 Strategic Decisions: Analyze complex and ambiguous issues in healthcare and reason toward solutions that improve outcomes.

LG4 Communication: Engage audiences by appropriately and thoughtfully informing, influencing and inspiring diverse stakeholders.

There are no prerequisites for this course.

Attendance Requirements Attendance at the face-to-face sessions is required as is participation in the online component of the course. Students are expected to be present and participate in discussions in a professional and respectful manner. Failure to attend or participate in class may adversely affect your final grade. See the gradebook for details.

Grading Policy

Grades are based on the following criteria:

A	95---	B---	80---82%	D+	67---
A---	90---94%	C+	77---79%	D	63---
B+	87---89%	C	73---76%	D---	60---
B	83---86%	C---	70---72%	F	Below 60%

Grades will be based on scores from Forum posts and participation, two problem analyses, and participation in the in---person class meetings. The point breakdown is as follows:

- 50% --- Discussion forum
- 20% --- Face---to---face session participation
- 30% --- Analysis of interview of a marketing manager

Graduate credit will be granted for a class grade of C or better, however a class grade below B is cause for serious concern.

Grades are due to the Registrar’s Office one week after the end of the term. Students will find official grades posted in [SISweb](#) within two weeks of the completion of the term. If at this time you do not see your grades in SISweb, please contact the Division at 503-346-0375.

Course Structure & Writing Expectations

1.) Discussion Forums

- Our philosophy in developing and teaching this course is that we, the instructors, are facilitators of your learning. Your job is to learn—from the readings, the videos, from each other, and from the instructors. As you proceed through the material, we want you to always be thinking about how the material applies to your current or future professional situation.
- The purpose of the forums in the Sakai Collaborative Learning Environment is to deepen your learning by understanding how the other members of your forum group see the particular issues for this week. Each of you will see these issues through the context of your own experience, and sharing your views with each other will significantly enhance your learning. Guidance for each weekly reflection can be found on the Sakai Course Materials for that week.
- You are expected to participate in online discussions and post written contributions to Sakai. All Sakai postings must be in clear, concise, professional business language. The forums will proceed in the following general order:
 - After you have completed the readings, reflect on the assigned questions.
 - Post your reflections to the forum. This posting can be in either one or two paragraphs and should be done in a single thread for the whole group. Due Wednesday.
 - Discuss these points with the group. This discussion is not meant to be a problem solving exercise but is intended to deepen your

understanding as to how the material relates to your own individual situation and those of the other members of the group. You do not need to wait until everyone has made his or her individual postings to engage in the discussion. Comments should be limited to 100 words or about 5 sentences. Due Sunday.

- Each weekly forum discussion will be graded on a 10-point integer scale. You will receive a maximum of 7 points for your initial posting and a maximum of 3 points for subsequent discussion. To receive the full 10 points you will provide a significant initial posting per the weekly instructions and at least two significant follow-on comments that advances the discussion by providing new insight. We are looking for insightful and analytical comments, more than simply summarizing the reading for the week.

The purpose of the discussion forums is to develop your thinking about business cases in healthcare management.

2.) Interview a marketing manager and report on your learning.

By week 6 of the course, meet with a marketing leader in your organization. Ask questions about how they build an effective marketing plan and what type of information is needed from their business partners. Be prepared to share what you learned in the week 5 online forum discussion. Questions will be designed to see how well each person prepared and executed this work.

Forums

Every student is expected to post his/her initial response to all questions in the forums by end of day Tuesday and then replay to at least 2 of your class mates by End of Friday. I will read your responses and will ask follow-up questions.

Submissions

In most cases assignments should be submitted by 11:55pm on the date noted in Sakai's submission section.

Copyright Information

Every reasonable effort has been made to protect the copyright requirements of materials used in this course. Class participants are warned not to copy, audio, or videotape in violation of copyright laws. Journal articles will be kept on reserve at the library or online for student access. Copyright law does allow for making one personal copy of each article from the original article. This limit also applies to electronic sources.

To comply with the fair use doctrine of the US copyright law, Sakai course sites close three weeks after grades are posted with the Registrar. Please be sure to download all course material you wish to keep before this time.

Syllabus Changes & Retention

This syllabus is not to be considered a contract between the student and the School of Medicine. It is recognized that changes may be made as the need arises. Students are responsible for keeping a copy of the course syllabus for their records. *HOWEVER PLEASE NOTE: the course outline posted on Sakai will have the most up to date information.*

Student Access Our program is committed to all students achieving their potential. If you have a disability or think you may have a disability (physical, learning, hearing, vision, psychological) which may need a reasonable accommodation please contact Student Access at (503) 494-0082 or e-mail at studentaccess@ohsu.edu to discuss your needs.

You can also find more information [here](#). Because accommodations can take time to implement, it is important to have this discussion as soon as possible. All information regarding a student's disability is kept in accordance with relevant state and federal laws.

Inclement Weather Policy When the weather forecaster is calling for ice or snow, call the OHSU Alert Line, 503 494-9021, for information regarding weather conditions that may affect operations at OHSU. If classes are canceled or delayed, residents and students who have patient care responsibilities must meet those obligations. See this [website](#) for details. For more information specific to the Division, please visit our [website](#).

Academic Honesty Course participants are expected to maintain academic honesty in their course work. Participants should refrain from seeking past published solutions to any assignments. Literature and resources (including Internet resources) employed in fulfilling assignments must be cited. More information can be found online [here](#).

In an effort to uphold the principles and practice of academic honesty, faculty members at OHSU may use originality checking systems such as *Turnitin* to compare a student's submitted work against multiple sources. More information about Turnitin and plagiarism can be found online through [OHSU's Teaching & Learning Center](#).

Use of Sakai This course will have an online component, which can be accessed through Sakai, OHSU's online course management system. For any technical questions or if you need help logging in, please contact the Sakai Help Desk.

Hours:

Sakai Help Desk
Mon – Fri, 8 am – 10 pm
weekends 12 pm – 5 pm

Contact Information:

Local 503-494-7074
Toll-free 877-972-5249
email sakai@ohsu.edu

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Use of the Library

Students have access to the OHSU library. Physically, the library is located in the BICC building on the Marquam Hill Campus. Online, the library has many resources helpful to students including online texts and journal access.

Online Access to Journal Articles in OHSU Library

1. Go to <http://www.ohsu.edu/library>
2. This will bring up the Library home page where you can enter the name of the journal. Enter the name of the journal; e.g., *Health Affairs*. Then click *Go*.
3. If connecting from a non-OHSU computer (and if requested), enter OHSU log-in information when requested.
4. Click on the appropriate link to get to the journal that you want and then select the particular issue of the journal.
5. Click on the article that you want. This will give you free access to the journal.