



MGT 569 Healthcare Marketing

Fall 2016 Syllabus

Course Description MGT 569 introduces healthcare professionals to marketing fundamentals and applications in their healthcare organizations, and connects marketing principles to innovation, operations and strategy in the healthcare industry.

Credit Hours 4 credit hours

Faculty Information *Lisa Hannah*
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For a timely, brief question you are welcome to connect with Lisa Hannah or Alan Shoebridge by e-mail. For an extended conversation please e-mail us to schedule a specific time.

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. A weekly online office hour can be arranged if a majority of the class finds it to be useful.

General Course Meeting Information This course meets Monday, September 26, 2106 – Friday, December 9, 2016.

We will meet in person twice in the term:

Friday, September 30, 2016	CDRC 3200	4:00pm – 9:00pm
Friday, December 2, 2016	CDRC 3200	4:00pm – 9:00pm

The remainder of the coursework is offered online through Sakai. Weekly modules begin on Monday of each week. Assignments are due at 11:55pm Pacific time on designated days.

Required Texts

Godin, Seth, *All Marketers are Liars: The Underground Classic That Explains How Marketing Really Works – and Why Authenticity is the Best Marketing of All*, Portfolio, 2012.

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.

The following required articles from Harvard Business School Publishing will be made available to purchase through their website. Approximate cost: \$60.00. Please contact Jed Hafner (503-346-0372 or hafner@ohsu.edu) with any questions.

Coursepack A | For those with access to an online HBR subscription, you can access these articles electronically. Otherwise, they are available for purchase at this link: <http://cb.hbsp.harvard.edu/cbmp/access/51502353>

- “Rethinking Marketing” by Rust, R., Moorman, C., Bhalla, G., Harvard Business Review (January 2010).
- “The Ultimate Marketing Machine” by de Swaan Arons, M., van den Driest, F., Weed K., Harvard Business Review (July 2014).

Coursepack B | The following articles and cases must be purchased at the following link: <http://cb.hbsp.harvard.edu/cbmp/access/51502582>

- “The Seven Questions of Marketing Strategy,” Darden Business Publishing, University of Virginia (November 20, 2010)
- “Marketing Strategy: How it Fits with Business Strategy”, Harvard Business School Press.
- “Creating a Marketing Plan: An Overview, Harvard Business School Press.
- Case Study: Ontela PicDeck, Customer Segmentation, Targeting and Positioning, Part A & B, Kellogg School of Management (2009).
- Case Study: Laastarai – Building a Retail Health Clinic Chain. Insead (2013).
- Case Study: Metabical -Positioning and Communications Strategy for a New Weight Loss Drug
- “Adding Social Media to the Marketing Mix,” Guillermo Armelini and Julian Villanueva, IESE – Insight Magazine, June 15, 2011.
- Case Study: Thrive or Revive: The Kaiser Permanente Marketing Campaign. Berkeley-Haas. (2014)
- “Building a Strong Services Brand: Lessons from Mayo Clinic”, Leonard L. Berry and Kent D. Seltman, Kelley School of Business, Indiana University. May 15, 2007.
- “Brands and Branding” Harvard Business School. Douglas B. Holt, HBS, March 11, 2003.
- “Marketing Metrics: Note for Marketing Managers”, Michael A. Stanko and Matthew Fleming. Richard Ivey School of Business Foundation (2014).
- “Is it Time to Rethink Your Pricing Strategy?” Andreas Hinterhuber and

Additional materials will be available in Sakai as part of the Course Materials. Students are encouraged to keep copies of readings and links that they may want to use in the future as the materials will no longer be available once the course is complete.

Course Objectives

Upon successful completion of this course, students will:

- Understand fundamental marketing principles and strategies that are relevant in healthcare
- Understand relationships between marketing, operations, innovation and strategy in healthcare operations
- Analyze and discuss examples of marketing in healthcare
- Analyze marketing strategies and recommend implementation plans

Alignment with Program Learning Goals and Objectives

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

- **LO1:** Identify and define problems with consideration of uncertainties and risks.
- **LO2:** Critically evaluate information.
- **LO3:** Make decisions and evidence-based recommendations that improve outcomes.

LG4: Communication, Audience Engagement

- **LO1:** Demonstrate a thorough consideration and understanding of context, purpose and audience in the communication.
- **LO2:** Present a central message that is clear, concise and convincing.
- **LO3:** Skillfully present complex information that is readily understood by a broad range of stakeholders.

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 Grading Policy for details.

Weekly Class Workflow

This is an outline of what you can expect to do in a typical week in this course:

- Monday – Wednesday: Read the assigned articles and cases, watch the instructor-created video presentations and watch and listen to any assigned videos and podcasts.
- By Wednesday at 11:55 Pacific Time: Post individual responses to instructor posed questions based on the week's curriculum in Sakai's online forums.
- Thursday – Sunday: Participate in online forum discussions.

- Work on team and individual assignments as necessary.

These are the keys to successful class participation

- Read the assigned articles and watch the video presentations every week.
- Respond to the weekly questions posted by the instructor.
- Make your first post of each week by [11:55 pm Pacific], Wednesday.
- Read all posts and respond thoughtfully at least twice per week to the comments of your fellow students. Your comments should be relevant to the forum question from the instructor and should further the conversation. Please do not wait until the last minute to jump into the discussions.

Grading Policy

Grades are based on the following criteria:

A	95-100%	B-	80-82%	D+	67-69%
A-	90-94%	C+	77-79%	D	63-67%
B+	87-89%	C	73-76%	D-	60-62%
B	83-86%	C-	70-72%	F	Below 60%

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 will be based on scores from Forum posts and participation, participation in the in-person (F2F) sessions, and assignments. The point breakdown is as follows:

Assignment	%
Active participation in weekly online forum discussions	50
Interview with a marketing leader and paper	30
Attendance and participation in both F2F sessions	20

Forum grades will be determined as follows:

- Quality of posts, use of information from articles and videos: 40%
- Quantity and timeliness of comments: 30%
- Responsiveness to other posts to further the discussion: 30%

Students will find official grades posted in [SISweb](#) on Friday, December 30. If at this time you do not see your grades in SISweb, please contact the Division at 503-346-0375.

Submissions

Prior to the first F2F you will be required to reply to a survey regarding marketing. **Your completed survey is due by Wednesday, September 28 at 11:55 PM PST.**

The main assignment for this course is to conduct an interview and an analysis of what you learn in the context of the course and marketing concepts. Interview a marketing leader to learn how he/she builds an effective marketing plan and how marketing success is measured at the organization. **You will be asked to comment**

on what you have learned in the Week 5 discussion forum and at the F2F in December, and a paper of your analysis will be due at the end of Week 8 (Sunday, November 20 by 11:55 PM PST).

Paper Requirements: Based on your interview, conduct an analysis that draws on marketing concepts introduced throughout the course and present it in a five-page paper that covers:

- How the organization creates effective marketing plan
- How success is measured
- How adjustments are made to the plans
- Tactics used to achieve marketing strategies
- How marketing in healthcare is evolving

**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 Division of Management. 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. **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.

**Commitment to
Equity and
Inclusion**

Oregon Health & Science University is committed to creating and fostering a learning and working environment based on open communication and mutual respect. OHSU does not discriminate on any status protected by law. If you encounter sexual harassment, sexual misconduct, sexual assault, or discrimination based on race, color, religion, age, national origin, veteran's status, ancestry, sex, sexual orientation, gender identity, or disability, please contact the Affirmative

Action and Equal Opportunity Department at 503-494-5148 or aaeo@ohsu.edu. Retaliation for reporting discrimination is prohibited.

Inquiries about Title IX compliance or sex/gender discrimination and harassment may be directed to the **OHSU Title IX Coordinator**: Laura Stadum (503-494-0258 or titleix@ohsu.edu).

**Inclement
Weather Policy**

When the weather forecast calls for ice or snow, call the OHSU Alert Line, 503 494-9021, for information regarding weather conditions that may affect operations at OHSU. 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. Submission of previously published solutions or answers (sections or in total) as one's own work will not receive credit. Literature and resources (including Internet resources) employed in fulfilling assignments must be cited. Phrases, sentences or paragraphs from other sources, including the participant's own previous writings may only be used with explicit attribution and citation of source.

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. OHSU's Sakai software is supported by the Sakai Help Desk. The Help Desk offers technical and user support seven days a week: Monday through Friday from 8 a.m. to 9 p.m. Pacific Time and weekends and holidays from noon until 5 p.m. Pacific Time. You can contact the Help Desk using their [web-based form](#), or via e-mail at sakai@ohsu.edu, or by phone at 1-877-972-5249.

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