

MGT 569 Healthcare Marketing

Term: Summer 2019

Credits: 4 quarter credits

Instructor: Ron Sakaguchi (sakaguch@ohsu.edu)

Course meets online: Monday, June 24 – Friday, August 2, 2019

Face-to-Face Dates: This course meets online only. There are no face-to-face meetings for this course.

Required Materials

Munter, M. & Hamilton, L. *Guide to Managerial Communication*, Tenth Edition. Pearson, 2009. ISBN-13: 978-0132971331. MSRP: \$50.00. (NOTE: This book was required in MGT 590 and MGT 560. You may already own it.)

A courcespack from Harvard Business School Publishing will be required reading. It will be available for purchase through the HBSP website at an approximate cost of \$20. Details will be provided in the course syllabus on Monday, June 24.

Course Description

Strategic communication and marketing skills are essential within an organization and externally, with customers and strategic partners. Through active participation in this course, students will be able to:

- describe goals of marketing and strategic communications.
- define needs to be addressed.
- analyze audience types and their expectations.
- choose and use tactics and strategies for effective communication.
- craft an effective written message.
- compose and deliver a short presentation with visuals.