COURSE DESCRIPTION:
This course explores the application of marketing theories to the health care industry. Issues related to the measurement of patient satisfaction, physician recruitment, and product development will be examined through case analysis and an applied research project focused on the utilization of various marketing strategies.

MAJOR INSTRUCTIONAL GOALS:
Each student will:

1. Demonstrate the ability to develop a strategic health care marketing plan.

2. Demonstrate a thorough understanding of market segmentation and consumer behavior and the interaction of the two.

3. Demonstrate the ability to develop a comprehensive market research plan.

4. Demonstrate the ability to apply the tools of marketing to a marketing plan.

5. Understand the application of ethical decision making as it relates to marketing issues.
6. Demonstrate the ability to assimilate and communicate knowledge, ideas, and innovations concerning significant aspects of issues in health care marketing through written and oral presentations.

PROGRAM COMPETENCIES: (Intended student learning outcomes)

- Develop an understanding of contemporary leadership and management models and theories.
- Develop an understanding and the ability to apply change frameworks and models.
- Articulate personal values and goals as guideposts to personal behavior.

WILMINGTON UNIVERSITY GRADUATION COMPETENCIES: (Broad based goals)

Oral Communication
- Speak with confidence, clarity, and conciseness.
- Research, prepare, and deliver professional presentations.

Written Communication
- Write clearly, concisely and appropriately using correct English grammar, punctuation, usage, mechanics, sentence structure, and vocabulary.
- Use appropriate APA format for scholarly writing.

Disciplined Inquiry
- Use quantitative, qualitative, and scientific reasoning to solve problems.
- Exercise critical thinking strategies including reasoning, problem solving, analysis and evaluation.
- Define a problem or issue and develop questions and methods to address the problem or issue and/or create new knowledge.

Information Literacy
- Access and use information effectively, efficiently, and appropriately.
- Evaluate the quality of sources and content.
- Use technology to effectively locate and communicate information.

Ethics
- Demonstrate knowledge and application of prescribed ethical codes and/or behaviors promoted by professions.

METHODOLOGY:

A. Teaching Methods: Describe what methods will be used to convey information to students.

B. Evaluation Procedures: Describe specifically how course objectives/outcomes will be evaluated (e.g. essays, projects, discussions, quizzes/exams, etc.)

C. Major Assignments used for Outcomes Assessments: Describe any Outcomes Assessments mandated in the course. For example, Peregrine testing. Any OA assessments required should be supplied by the Chair. This is a
mandatory assessment used in all sections of all courses.

COURSE SCHEDULE AND CHECKLIST:
Provide a list of assignments by week, point values, and due dates (e.g. Sunday of Week 1). For online sections, Your instructional designer can help you build this table from the Grade Center in Blackboard.