



Course Syllabus: **HSAD 5203 Healthcare Marketing and Microeconomics**
Gunn College of Health Sciences and Human Services
Fall 2025

Instructor:

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My university email is joel.brown@msutexas.edu. I may not reply to emails during weekends, or after 5:00 PM, so plan accordingly. Most emails will be returned within 48 hours, except on weekends. Please plan ahead and do not expect an immediate email response at the last minute. If you email me and do not hear from me within 48 hours, just email me again. Sometimes technology doesn't work like we want it to and can cause me to miss your emails.

Course Meetings:

This is classified as an online course. Content of the course will be delivered asynchronously online via D2L.

Course Description:

A foundational approach to the theories, concepts, and techniques of marketing and microeconomics as applied to health care services. Emphasis is placed on the role of marketing and health facility/organization outcomes with patient needs.

Course Objectives:

- Describe how marketing contributes to the effectiveness of health organizations.
- Define the organization, performance, evaluation and control of marketing.
- Explain marketing strategy in relationship to development of health care lines.
- Analyze and design an offering with position, price, distribution, and promotion.
- Prepare a marketing analysis and plan for a new or improved current offering line.
- Explain techniques regarding service offering design, and service system engineering.
- Describe how creativity and innovation can be increased so offering lines can continually rejuvenate themselves to fulfill clients' needs/wants.
- Present how to apply quantitative and auditing techniques related to planning, managing, and evaluating health services organization product lines.

Instructor Course Policies:

Students are required to participate in class in a respectful manner whether or not the interactions are online or face-to-face. All course assignments must be submitted to D2L in Microsoft format including, Word documents and Power Point. For students without Microsoft software, Microsoft offers students a free download of Office 365.

Grading:

Table 1: Final Grades will be calculated based on the following percentages:

Assignments	Percentage of Final Grade
Discussions	25%
Strategic Marketing Plan Outline	15%
Digital Marketing Audit	15%
Healthcare Product Challenge Due	15%
Final Project: Comprehensive Healthcare Marketing Plan	30%

Table 2: Total points for final grade.

Grade	Percentage
A	90-100%
B	80 to 89%
C	70 to 79%
D	60 to 69%
F	Less than 60

Any student who receives two grades of C or less, or one F will be administratively removed from the program the term following the second C or D or the one F. The student in the master's or the graduate certificate programs may repeat one course in which a grade of C or lower has been earned with the approval of the department's academic review committee. **A 3.0 overall grade point average is required for graduation, and students must have a grade of B or better in all courses in the major. Students who are seeking the graduate certificate must earn a grade of B or better in each of the courses to be awarded the certificate.**

Textbook & Instructional Materials:

- Berkowitz, E. (2022). Essentials of Healthcare Marketing (5th Ed.) Jones and Bartlett. ISBN-9781284200157
- Supplemental readings, information, and PowerPoints may be made available at times during the course in D2L.

Instructional Methods:

Instructional strategies for this class will include assigned readings, participation in discussions, and written assignments which will include independent research.

Weekly Modules:

Modules specific to each course week are posted on D2L. Each module consists of assigned readings and may have a written assignment or a discussion question due. Please follow the instructions for assignment completion posted within each module in D2L. Each module must be completed by the due date specified in the tentative course schedule attached to this syllabus.

Activities and Assignments:

See the Course Schedule in this syllabus, as well as the course calendar in D2L, for specific information about activities and due dates. **Detailed information regarding discussions and assignments can be found after the Course Schedule within this syllabus.**

If students have technical difficulties, they should use the "Help" link on D2L, contact the MSU Information Systems Support Staff, and send an email to the professor explaining what happened. Waiting until the last minute to ask for help or reporting incidents AFTER a due date or an exam expires may result in a grade of zero, even if it was a failure of D2L.

- For all written assignments and discussion board posts, students are expected to follow APA 7th edition formatting guidelines.
- All work submitted to the instructor will be considered complete and final, and will be graded as such.
- All assignments must be written at the graduate level and will be graded for accuracy, completeness, quality, spelling, grammar, and integrity.
- Because of the nature of the assignments, late submissions will not be accepted. *It is the expectation of the faculty that you complete work on time.*
- Rubrics are available for all written assignments and can (and should) be viewed by the students prior to submitting any work.

Class Discussions: Some modules will have a discussion question posted by the instructor. The discussion question will be related to assigned readings for that module. Students are required to read assigned materials and answer the discussion question. In order to obtain full points for the discussion post, you must post an initial discussion answering the discussion question and reply to at least two other threads on the discussion board. The discussion boards will not open and you will not be able to see anyone else's posts until you have created your original post.

- Initial posts are due on Thursdays and should be at least 250 words and thoughtfully respond to all parts of the prompt.
- Response posts to at least two classmates are due on Sundays and should be at least 150 words and build on their ideas, offer a different perspective, and/or ask a follow-up question.
- Use examples from your own experience and course concepts when possible.

Discussion posts will be graded based on quality of the content, length of the content, and compliance with APA guidelines for citations and references. **Students are encouraged to post both comments and questions and treat the discussion posts as discussions in the classroom.** This is a great platform to share your experiences and thoughts related to weekly topics.

Students must post original posts to the discussion board by **Thursdays at 11:59pm** and response posts must be posted by **Sundays at 11:59pm** on the week of the discussion assignment. This ensures all students have equal opportunity to engage in discussion and read everyone's post. It is also the students' responsibility to facilitate discussion within their own post if classmates have questions or comments. If students wait until the deadline to complete original posts, or fail to facilitate discussion, it is not fair to peers and defeats the purpose of the discussion. Failing to adhere to these policies will result in a loss of credit for the discussion board assignment.

All Discussion Boards will use the following Grading Rubric:

Criteria	Excellent (Full Points) 5	Good (Minor Gaps) 4-3	Needs Improvement 2-0	Points Possible
Initial Post - Completeness	Addresses all parts of the prompt thoroughly; minimum 250 words; integrates course concepts.	Addresses most parts of the prompt; close to 250 words; some integration of concepts.	Misses parts of the prompt; short or superficial response; little integration of course material. Late	5
Critical Thinking, Application, Mechanics & Professionalism	Demonstrates deep understanding, offers thoughtful examples or analysis, and connects to real-world applications. Free from spelling, grammar, and punctuation errors; clear and professional tone.	Demonstrates some critical thinking with basic examples or connections. Few minor errors; overall clear and professional.	Little evidence of analysis; mostly opinion without strong support or connection. Frequent grammar or spelling errors; tone is too informal or unclear.	5
Replies to Classmates	Responds to at least two classmates thoughtfully; builds conversation, adds insights, or asks meaningful questions.	Responds to two classmates but responses may be brief or somewhat surface-level.	Only one or no responses; responses are generic or non-substantive. Late	5

Late Work

All work **must** be turned in on time. Late work **will not** be accepted unless you have prior permission to turn it in late. Permission must be requested at least 3 days prior to the due date (e.g., if it's due on the 10th you must request permission to turn it in late by no later than the morning of the 7th). Permission will only be given if very unusual circumstances arise. Computer nor work issues count as unusual circumstances as you have plenty of time to complete each assignment. Don't wait until the last minute to complete your assignments as technical, family, or work-related issues should arise.

Class Participation:

Since this is a distance learning course, your discussion posts will be counted as your participation in the class. So, communicating through discussion posts is critical.

Online Computer Requirements:

Taking this class with an online component requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. *Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings. Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ***Your computer being down is not an excuse for missing a deadline!!** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into D2L.

Disability Support Services:

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable adjustments in its policies, practices, services, and facilities to ensure equal opportunity for qualified persons with disabilities to participate in all educational programs and activities. The Office of Disability Support Services (DSS) provides information and assistance, arranges accommodations, and serves as a liaison for students, instructors, and staff. The DSS has assistance devices such as books on tape, recorders, and adaptive software which can be loaned to qualified individuals. A student/employee who seeks accommodations on the basis of disability must register with the Office of Disability Support Services in the Clark Student Center Room 168 or call 940-397-4140 for more information. Documentation of disability from a competent professional is required. Individuals with grievances related to discrimination or lack of accommodation on the basis of a disability are encouraged to resolve the problem directly with the area involved. If the matter remains unresolved, advice and/or assistance will be provided by the Office of Disability Services for resolution. The grievance procedure may be found in the Student Handbook and Activities Calendar. The ADA Coordinator may be contacted at (940) 397.4140, or 3410 Taft Blvd., Clark Student Center Room 168.

College Policies:**Campus Carry Rules/Policies**

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

Refer to: [Smoking and Tobacco Policy](#)

Alcohol and Drug Policy

Refer to: [Alcohol and Drug Policy](#)

Student Handbook:

Refer to: [Student Handbook](#)

Obligation to Report Sex Discrimination under State and Federal Law

Midwestern State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. State and federal law require University employees to report sex discrimination and sexual misconduct to the University's Office of Title IX. As a faculty member, I am required to report to the Title IX Coordinator any allegations, personally observed behavior, or other direct or indirect knowledge of conduct that reasonably may constitute sex discrimination or sexual misconduct, which includes sexual assault, sexual harassment, dating violence, or stalking, involving a student or employee. After a report is made, the office of Title IX will reach out to the affected student or employee in an effort to connect such person(s) with resources and options in addressing the allegations made in the report. You are also encouraged to report any incidents to the office of Title IX. You may do so by contacting:

Laura Hetrick

Title IX Coordinator

Sunwatcher Village Clubhouse

940-397-4213

laura.hetrick@msutexas.edu

You may also file an online report 24/7 at https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=6

Should you wish to visit with someone about your experience in confidence, you may contact the MSU Counseling Center at 940-397-4618. For more information on the University's policy on Title IX or sexual misconduct, please visit <https://msutexas.edu/titleix/>

Conduct/Honesty/Honor System:

This course adheres to the MSU Code of Conduct. Academic dishonesty, however small, creates a breach in academic integrity. A student's participation in this course comes with the expectation that his/her work will be completed in full observance of the MSU Code of Student Conduct. A student should consult the Student Handbook for answers to any questions about the code.

Students are encouraged to take full advantage of many resources available including Internet sites, handouts, other textbooks & journals, faculty, and peers. This interactive collegial learning environment is conducive to life-long learning. The components of this course are designed to represent the efforts of each student individually and are NOT to be shared. Submitting someone else's work as your own or improperly cited work constitutes plagiarism. Please see the

Midwestern State University Catalog for further discussion of plagiarism. Plagiarism will constitute in an F for the course and the student will be referred to administration for further action. When students submit their efforts for grading, they are attesting they abided by this rule.

Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or completing other assignments; or (3) the acquisition of tests or other academic materials belonging to the university faculty or staff without permission.

Plagiarism includes, but is not limited to: the use of, by paraphrase or direct quotation without correct citation in the text and on the reference list, the published or unpublished works of another person. Students may not submit papers and assignments that they have previously submitted for this or other courses. The use of materials generated by agencies engaged in "selling" term papers is also plagiarism. Plagiarism also includes

using artificial intelligence

sites to generate or paraphrase papers. Students are encouraged to review the tutorials and suggested websites for more information about plagiarism. By enrolling in this course, the student expressly grants MSU a limited right in all intellectual property created by the student for the purpose of this course. The limited right shall include but shall not be limited to the right to reproduce the student's work product in order to verify originality and authenticity, and for educational purposes.

TurnItIn: MSU takes plagiarism very seriously and the university has provided a multitude of resources to help students avoid intentional and non-intentional plagiarism. TurnItIn is an excellent plagiarism checker and runs a report each time you submit an assignment. You have access to a version of the report through the Assignments area and this report provides a similarity index. I encourage you to review your TurnItIn report as it highlights areas that need better paraphrasing. Many times it will also highlight resources and headers, so please ignore these as they are not of concern. I review the TurnItIn report for EVERY assignment and if I see concerns, I will contact you and we will discuss the situation. It is good practice to always paraphrase, cite and reference throughout most of your papers. While there are times when students like to provide direct quotes, please note that the majority of your paper needs to be written in your own words (paraphrased) with appropriate citation. Please let me know if you have questions.

Note: The contents of the syllabus are as accurate as possible. The instructor reserves the right to make any changes necessary to the syllabus and course material. Every effort will be made to inform students about the changes in the syllabus, however, it's student's responsibility to know what changes have been made and complete the course requirements. There are no extra credit opportunities in this course. ***Below you will find a tentative schedule for the semester. The professor does hold the right to make changes and modification as needed.**

Course Schedule:

Module	Week	Readings	Assignments	Start Date	Due Date
Module 1	Week 1	Chapter 1 The Meaning of Marketing	Getting to Know You Discussion	8/25	8/31
	Week 2	Chapter 2 Marketing Strategy Chapter 3 Environment Marketing Strategy	Discussion Board: Building a Foundation Initial Post Due Thursday Response Posts Due Sunday	9/1	9/7
	Week 3	Chapter 4 Buyer Behavior	Strategic Marketing Outline Due 9/14	9/8	9/14
Module 2	Week 4	Chapter 5 Marketing Research Chapter 6 Market Segmentation		9/15	9/21
	Week 5	Chapter 7 Developing Customer Loyalty	Discussion Board: Know Your Audience Initial Post Due Thursday Response Posts Due Sunday	9/22	9/28
	Week 6	Chapter 8 Marketing in the Digital Age	Digital Marketing Audit Due 10/5	9/29	10/5
Module 3	Week 7	Chapter 9 Product Strategy		10/6	10/12
	Week 8	Chapter 10 Prices	Discussion Board: Marketing the Right Care Initial Post Due Thursday Response Posts Due Sunday	10/13	10/19
	Week 9	Chapter 11 Distribution	Healthcare Product Challenge Due 10/26	10/20	10/26
Module 4	Week 10	Chapter 12 Promotion		10/27	11/2
	Week 11	Chapter 13 Advertising	Discussion Board: Promoting with Purpose Initial Post Due Thursday Response Posts Due Sunday	11/3	11/9
	Week 12	Chapter 14 Sales and Sales Management Chapter 15 Controlling and Monitoring		11/10	11/16
Module 5	Week 13	Chapter 16 Ethical Considerations in Marketing		11/17	11/23
		THANKSGIVING		11/24	11/30
	Week 14		Final Project: Develop a Comprehensive Healthcare Marketing Plan Due 12/7	12/1	12/7

Module 1

- **Week 1: Get to Know You:**

Discussion Board Prompt:

Welcome to the course! To kick things off, please introduce yourself to the class. In your post, include the following:

1. **Your name, current role, and background in healthcare or related fields.**
2. **One experience you've had as a healthcare consumer or provider that highlights the importance of marketing or economics in healthcare.**
3. **What you hope to gain from this course and how it connects to your professional goals.**

Feel free to respond to at least one classmate to start building connections early in the semester!

- **Week 2: Building a Foundation: Understanding Marketing, Strategy, and Buyer Behavior in Healthcare**

Discussion Board Prompt:

Before a healthcare organization can successfully promote its services, it must first understand what marketing truly means, create a strategy that fits its environment, and anticipate how consumers make decisions.

Reflecting on the concepts from these chapters, respond to the following:

1. **In your own words, how would you define "marketing" in a healthcare context?** How is it different from simply "advertising"?
2. **What environmental factors** (such as technology, economics, regulations, or competition) do you believe have the biggest impact on healthcare marketing today? Why?
3. **Think about a recent healthcare decision you made** (choosing a doctor, scheduling a vaccine, using urgent care, etc.). What factors most influenced your behavior as a "buyer"? (Consider things like recommendations, insurance coverage, convenience, online reviews, etc.)

Instructions for Students:

- Initial posts are due on Thursdays and should be at least 250 words and thoughtfully respond to all parts of the prompt.
 - Response posts to at least two classmates are due on Sundays and should be at least 150 words and build on their ideas, offer a different perspective, and/or ask a follow-up question.
 - Use examples from your own experience and course concepts when possible.
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- **Week 3: Strategic Marketing Plan Outline**

Assignment Objective: Apply strategic thinking to a healthcare setting by developing a brief but focused marketing plan outline.

Assignment Overview: You will choose a healthcare organization (clinic, hospital, dental office, urgent care center, rehabilitation center, etc.) and create a 2–3 page marketing plan outline. The outline should focus on *strategic marketing planning*, not just general operations. You must include:

- **Marketing Objectives**
- **Target Market**
- **Positioning Statement**
- **Key Marketing Tactics**
- **Rationale explaining the reasoning behind your decisions**

Your outline should be concise, professional, and demonstrate critical thinking based on marketing principles.

Assignment Components:

1. Introduction (1 paragraph)

- Briefly introduce the organization you selected.
- Provide a short overview of the organization's services and market setting.

2. Marketing Objectives

- State 2–3 clear marketing objectives.
(*Example: Increase new patient enrollment by 15% within 12 months.*)

3. Target Market

- Define your primary target market. Include demographics (age, gender, income, etc.) and psychographics (lifestyle, values, attitudes).

4. Positioning Statement

- Write a one-sentence positioning statement describing how the organization wants to be perceived by the target market.
(*Example: "Smith Dental Care provides affordable, family-centered dental services to busy parents seeking convenient and compassionate care."*)

5. Key Marketing Tactics

- Identify 3–4 major tactics you would use (e.g., social media marketing, physician referrals, local sponsorships, patient education campaigns).
- Briefly describe each tactic's role in achieving your objectives.

6. Rationale (1–2 paragraphs)

- Explain why you chose the objectives, target market, positioning, and tactics.
- Support your decisions with basic marketing theory and/or examples.

Formatting Requirements:

- 2–3 pages (not including title page if you use one)
- Times New Roman or Arial, 12 pt font
- Double-spaced
- Organized using clear headings (Objectives, Target Market, Positioning, Tactics, Rationale)
- Professional tone

Rubric: Strategic Marketing Plan Outline

Category	Excellent (Full Points)	Good (Minor Gaps)	Needs Improvement	Points Possible
Introduction (Clarity of Organization)	Organization and healthcare setting clearly introduced.	Minor gaps in clarity or relevance.	Lacks focus or details on organization setting.	5
Marketing Objectives	Clear, measurable, and achievable objectives.	Some objectives are unclear or not measurable.	Objectives are vague or unrealistic.	5
Target Market Definition	Thorough and specific description of target demographics and psychographics.	Somewhat general description of target audience.	Target market is unclear or missing key elements.	5

Category	Excellent (Full Points)	Good (Minor Gaps)	Needs Improvement	Points Possible
Positioning Statement	Clear, compelling, and specific positioning aligned with objectives.	Somewhat clear, but could be stronger or more specific.	Lacks clarity or does not align with objectives.	5
Key Marketing Tactics	3–4 detailed, relevant tactics clearly tied to objectives.	Tactics are somewhat relevant but could use stronger connection.	Tactics are vague, unrealistic, or missing.	5
Rationale for Decisions	Thoughtful explanation using marketing concepts or examples.	Some explanation present but lacks strong support.	Little to no rationale provided or lacks relevance.	5
Mechanics and Formatting	Free of grammar, spelling, and formatting errors.	Minor errors but still professional.	Frequent grammar or formatting issues.	5

Module 2

- **Week 5: Know Your Audience: Research, Segmentation, Loyalty, and Digital Tools in Healthcare Marketing**

Discussion Board Prompt:

Effective healthcare marketing begins with understanding your audience. That means using research to gather insights, segmenting the market to tailor strategies, building long-term loyalty, and leveraging digital platforms to stay connected. Using the concepts from these chapters, respond to the following:

1. **Why is market segmentation essential** in healthcare marketing, and how can it improve patient engagement? Give an example of a meaningful segment (e.g., senior patients, young professionals, chronic illness groups).
2. **How can digital tools (like email campaigns, patient portals, or social media)** help healthcare organizations build and maintain customer loyalty?
3. **If you were launching a new healthcare service**, what type of marketing research would you conduct first, and why?

Instructions for Students:

- Initial posts are due on Thursdays and should be at least 250 words and thoughtfully respond to all parts of the prompt.
 - Response posts to at least two classmates are due on Sundays and should be at least 150 words and build on their ideas, offer a different perspective, and/or ask a follow-up question.
 - Use examples from your own experience and course concepts when possible.
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- **Week 6: Digital Marketing Audit of a Healthcare Organization**

Assignment Objective:

Analyze the digital presence of a real healthcare organization to assess its effectiveness and make actionable recommendations.

Assignment Overview:

In this assignment, you will conduct a digital marketing audit of a **real healthcare organization** of your choice. This could be a hospital, clinic, urgent care center, telehealth service, private practice, or public health entity. You will evaluate how the organization uses **digital platforms** to market its services and communicate with patients, and identify **strengths, weaknesses, and opportunities for improvement**.

Task Instructions:

1. Select a Healthcare Organization

Choose a local, regional, or national healthcare provider that has an online presence. Ideally, it should have a **public website, active social media accounts, and accessible digital tools** (e.g., patient portal or app).

2. Conduct a Digital Audit

Review the following areas:

- **Website** – Usability, design, content clarity, SEO, mobile-friendliness
- **Social Media** – Platforms used (Facebook, Instagram, LinkedIn, etc.), content quality, frequency, engagement
- **Email Marketing (if applicable)** – Sign-up accessibility, content tone, patient communication strategy
- **Online Reviews** – Google, Yelp, Facebook ratings, themes of patient feedback
- **Patient Portal / App (if accessible)** – Ease of use, features, relevance to marketing and engagement

Include **screenshots** as evidence of your evaluation where appropriate.

3. Analyze and Assess

Write a 3–4 page audit report that includes:

- **Brief overview** of the organization
- **Audit findings** for each platform reviewed (website, social media, etc.)
- **Analysis of strengths and weaknesses**
- **Opportunities for improvement** (with realistic suggestions)
- **Screenshots or visual evidence** embedded or included in an appendix

Formatting Guidelines:

- 3–4 pages (not including title page or appendix if used)
- Times New Roman or Arial, 12 pt font
- Double-spaced
- Headings required (e.g., Website, Social Media, etc.)
- Submit as a Word or PDF document

Rubric: Digital Marketing Audit of a Healthcare Organization

Criteria	Excellent (Full Points)	Good (Minor Gaps)	Needs Improvement	Points Possible
Organization Overview	Clearly introduces and contextualizes the chosen organization.	Briefly introduced; lacks detail.	Unclear or missing context.	5
Online Reviews & Patient Feedback	Insightful review with examples and trends noted.	Some review, few examples.	Little analysis or skipped altogether.	5
Website Evaluation	Thorough and specific assessment with examples.	General assessment with some examples.	Superficial or incomplete evaluation.	5
Social Media & Digital Presence	Analyzes platform use, content quality, and engagement thoroughly.	Moderate analysis, some missing elements.	Lacks depth or incomplete review.	5
Strengths & Weaknesses	Clearly articulated, specific, and supported by audit findings.	Adequate; some points unclear or unsupported.	Vague or lacks supporting details.	5
Opportunities for Improvement	Realistic, specific, and well-justified suggestions.	Somewhat useful suggestions.	Generic, vague, or not actionable.	5
Screenshots and Visuals	Clear, relevant, and well-integrated into the report.	Present but inconsistently used.	Missing or poorly integrated visuals.	5
Writing Quality and Formatting	Professional, well-organized, free of major errors.	Mostly clear with minor issues.	Frequent errors or poor organization.	5

Module 3

- **Week 8: Marketing the Right Care: Product, Pricing, and Access in Healthcare**

Discussion Board Prompt:

In healthcare, a "product" isn't always a physical item—it can be a service, experience, or outcome. Pricing strategies must balance value with accessibility, and distribution (how care is delivered) directly affects patient satisfaction and loyalty. Using the course content as a guide, respond to the following:

1. **Choose a healthcare “product” or service** (e.g., urgent care visits, physical therapy, telehealth, wellness screenings). How would you describe its *core*, *actual*, and *augmented* product features?
2. **How do pricing strategies in healthcare** (e.g., value-based pricing, bundled pricing, sliding scale) affect patient decision-making and perception of quality?
3. **What role does distribution (place of care delivery)** play in patient access and convenience? Give an example of a setting (e.g., mobile clinics, telemedicine, retail clinics) and explain how it affects marketing strategy.

Instructions for Students:

- Initial posts are due on Thursdays and should be at least 250 words and thoughtfully respond to all parts of the prompt.
- Response posts to at least two classmates are due on Sundays and should be at least 150 words and build on their ideas, offer a different perspective, and/or ask a follow-up question.
- Use examples from your own experience and course concepts when possible.

- **Week 9: Design a New Healthcare Product Challenge**

Assignment Objective:

Apply product strategy concepts creatively by designing a new healthcare service or product, identifying its layers, and proposing pricing and distribution strategies.

Assignment Overview:

You will **invent a new healthcare service or product** (it can be a physical item, a digital health tool, a service, or a combination). Your product must be clearly defined using product strategy concepts:

- **Core product** (What fundamental need or problem are you solving?)
- **Actual product** (What features or experience are delivered?)
- **Augmented product** (What additional services, guarantees, or brand features add value?)

You will also propose:

- **An initial pricing strategy**
- **A distribution (place) strategy** to explain how your service or product will be delivered to consumers.

Task Instructions:

Create a **10-slide presentation** covering the following sections:

Slide #	Content
Slide 1	Title Slide (Product name + Your Name)
Slide 2	Overview of the Product (brief description)

Slide #	Content
Slide 3	Healthcare Need or Problem Solved
Slide 4	Core Product Definition
Slide 5	Actual Product Features
Slide 6	Augmented Product Features
Slide 7	Target Market Description (who will use it?)
Slide 8	Initial Pricing Strategy (explain why you chose this pricing model)
Slide 9	Distribution Strategy (how will you deliver the product/service?)
Slide 10	Conclusion and Visual Mockup (graphic to represent your product/service)

Presentation Requirements:

- Use **bullet points** or short statements, not full paragraphs.
- Include **visual elements** (icons, mockups, simple graphics) to make the presentation engaging.
- Keep text readable and slides clean (no overcrowding).
- Submit your presentation as a **PowerPoint (.pptx)** or **PDF file**.
- Think creatively but stay **realistic** — imagine a product that could *actually exist* today or in the near future.
- Keep the patient/customer experience central to your design.
- Make it visually appealing but focused — **content first**, then design

Rubric: Design a New Healthcare Product Challenge

Criteria	Excellent (Full Points)	Good (Minor Gaps)	Needs Improvement	Points Possible
Product Concept & Creativity	Unique, realistic, innovative idea clearly tied to healthcare needs.	Clear idea but moderately creative or realistic.	Unclear or weak idea; lacks healthcare relevance.	5
Core, Actual, and Augmented Features	Accurately defined with strong explanations; clear application of marketing concepts.	Mostly accurate definitions; minor gaps in explanation.	Confusing or missing product layer definitions.	5
Target Market Description	Well-developed profile; demographic and psychographic traits clear.	General description; some market traits missing.	Vague or missing audience details.	5
Pricing Strategy	Logical, well-supported, and connected to the product and market.	Pricing strategy present but basic or lightly justified.	Pricing unclear, unrealistic, or missing justification.	5
Distribution Strategy	Realistic, thoughtful delivery plan linked to consumer access needs.	Basic plan; could be more specific or detailed.	Vague or missing distribution strategy.	5
Slide Quality & Visual Appeal	Organized, clean, visually engaging, few/no formatting errors.	Generally clear; minor visual or formatting issues.	Poor slide organization, formatting issues, difficult to follow.	5
Mechanics (Spelling, Grammar)	Free of errors; professional tone throughout.	Minor spelling/grammar errors.	Frequent grammar/spelling issues.	5

Module 4

- **Week 11: Promoting with Purpose: Managing Healthcare Marketing and Measuring Results**

Discussion Board Prompt:

Promotion in healthcare must balance visibility, trust, and regulation. Advertising strategies, sales efforts, and ongoing performance monitoring are essential for a successful marketing campaign. With these concepts in mind, respond to the following:

1. **What makes promotion in healthcare uniquely challenging** compared to other industries? Consider patient trust, regulatory concerns, or sensitive subject matter.
2. **Choose one promotional method** (advertising, social media, direct sales, community outreach, etc.). What makes it effective in reaching healthcare consumers? Provide a real or hypothetical example.
3. **Why is it important to monitor and evaluate marketing activities** in healthcare? What key performance indicators (KPIs) or tools would you recommend for measuring success?

Instructions for Students:

- Initial posts are due on Thursdays and should be at least 250 words and thoughtfully respond to all parts of the prompt.
- Response posts to at least two classmates are due on Sundays and should be at least 150 words and build on their ideas, offer a different perspective, and/or ask a follow-up question.
- Use examples from your own experience and course concepts when possible.

Module 5

- **Week 14: Final Project Title: Develop a Comprehensive Healthcare Marketing Plan**

Assignment Objective:

Students will create a detailed marketing plan for a new or existing healthcare service or organization, demonstrating their understanding of marketing principles in a healthcare context.

Assignment Overview:

The healthcare industry is a dynamic and competitive environment where effective marketing can influence patient behavior, improve service awareness, and build community trust. For your final project, you will act as a marketing consultant for a healthcare organization or service. Your task is to develop a **comprehensive healthcare marketing plan** that applies core principles learned throughout the course.

You will choose either a real healthcare organization/service or create a hypothetical one. This project will demonstrate your ability to analyze a market, identify target audiences, propose strategic marketing initiatives, and evaluate outcomes using industry-relevant tools.

Project Components:

1. **Executive Summary**
Brief overview of the marketing plan and healthcare organization/service.
2. **Situation Analysis**
 - a. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
 - b. Market and Competitor Overview
 - c. Regulatory considerations
3. **Target Market Identification**
 - a. Market segmentation
 - b. Target demographics and psychographics
 - c. Patient needs analysis
4. **Marketing Goals and Objectives**
 - a. SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)
5. **Marketing Mix (4 Ps):**
 - a. **Product/Service:** Description, benefits, and differentiation
 - b. **Price:** Pricing strategy and rationale
 - c. **Place:** Distribution channels and patient access
 - d. **Promotion:** Advertising, PR, digital strategy, community outreach
6. **Promotional Campaign Example**
 - a. Create a mock flyer, social media ad, radio script, or webpage
7. **Budget and Resource Allocation**
 - a. Estimated costs for campaign elements
 - b. ROI considerations
8. **Evaluation and Control Plan**
 - a. Metrics for success
 - b. How to measure campaign impact (e.g., patient volume, brand awareness)

9. Presentation

- a. Submit a 5 minute video pitch of the marketing plan

10. Written Report

- a. 5-10 pages, double-spaced, Times New Roman, 12 pt font
- b. Use headers to organize each section
- c. Submit as a Word or PDF file

Rubric: Final Project Title: Develop a Comprehensive Healthcare Marketing Plan

Criteria	Excellent (Full Points)	Good (Minor Gaps)	Needs Improvement	Points
Executive Summary	Clear, concise, and compelling overview; includes purpose and highlights	Mostly clear, some minor gaps	Lacks clarity or key info. Incomplete or missing	5
Situation Analysis & SWOT	Thorough SWOT and competitor/regulatory analysis	Covers most elements with some detail	Basic understanding, lacks depth. Superficial or inaccurate	5
Target Market Identification	Clear market segmentation and deep insight into patient needs	Mostly clear segmentation and rationale	Limited analysis of target group. Poorly defined or absent	5
Marketing Goals (SMART)	Well-developed SMART goals, clearly aligned with strategy	Meets most SMART criteria	Goals are vague or incomplete. Lacks specificity or relevance	5
Marketing Mix (4 Ps)	Comprehensive and thoughtful plan for all 4 Ps	Good plan with minor weaknesses	Covers the basics, lacks detail. Incomplete or inaccurate	5
Promotional Campaign Example	Creative, targeted, professional materials included (flyer/ad/web)	Materials are present and relevant	Basic or rushed visuals. Not included or poorly done	5
Budget and ROI	Realistic cost estimates and ROI logic; clearly supported	Reasonable estimates with some justification	Budget or ROI unclear or oversimplified. Missing or not credible	5
Evaluation Plan	Clear, measurable success metrics and monitoring strategy	Some metrics; basic evaluation plan	Lacks detail or feasibility. Missing or weak	5
Written Report Format & Organization	Well-organized with headers, free of errors, clear writing	Mostly organized with few errors	Needs improvement in flow or clarity. Disorganized or difficult to follow	5
Presentation – 5-Minute Video Pitch	Confident, engaging, covers key points; professional tone	Mostly clear and complete; some delivery issues	Basic summary; lacks enthusiasm or clarity. Missing or incomplete	5
APA & Citation Use	All sources properly cited, APA formatting accurate	Minor errors in citation or APA	Few sources or inconsistent formatting. No citations or not APA compliant	5