



Course Syllabus: **Healthcare Marketing and Microeconomics**

College of Health Sciences and Human Services

HSAD 5203

Fall 2022 – 1/10/22 – 4/30/22

Contact Information

Instructor: Rachel Blackwood, MBA, PMP, DBAc Adjunct Instructor

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Course Description

After completion, students should have a basic understanding of:

- 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.

Textbook & Instructional Materials

Lee, Robert. (2019). Economics for Healthcare Managers (3rd Ed.). HAP Publication. ISBN 978-1640550483

Berkowitz, E. (2017). Essentials of Healthcare Marketing (4th Ed.) Jones and Bartlett. ISBN-13: 978-1284094312

Student Handbook

Refer to: [Student Handbook-2020-21](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of

work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct. [Office of Student Conduct](#)

Grading

Course Grade - List all graded assignments with their point value and or percentage of total grade. Letter Grade Scale indicate the overall points or % to letter grade scale for example 1270 to 1137 = A

Table 1: Points allocated to each assignment

Assignments	Points
Homework	640
Discussions	240
Final Exam	120
Total Points	1000

Table 2: Total points for final grade.

Grade	Points
A	900
B	800 to 899
C	700 to 799
D	600 to 699
F	Less than 600

Homework

The goal of the Writing Assignment is to help you apply and focus on information contained in the modules, and it should help you delve deeper into the theory surrounding the subjects covered in the module(s). Most Writing Assignments require a minimum of two unique (i.e., don't use the same references for each) peer-reviewed articles. Textbooks, magazines, newspapers, and trade journals are **NOT** peer reviewed. The professor will review each assignment using a rubric that will be posted in Module 1. Grading by the professor may take up to ten working days (weekends and holidays don't count toward the ten days). Students should use these comments to help them improve and correct their errors in the next Writing Assignment. Not correcting your errors signifies one of two things to the professor – you are either not clear as to what the error is, or you have not reviewed the comments. It is your responsibility, if you are not clear what the reason for any point deduction, to contact the professor for more details. During both the discussion and writing assignment the student should take on the role of a mid to upper-level administrator in a health care organization. Each module will contain a variety of questions that will be explored during a Writing Assignment and/or the discussions.

Discussions

Each module will have one discussion that may consist of questions or a case study. Whenever possible the professor will try to design cases and questions that will help you explore issues that will help you in your future career. Each module will contain a variety of questions that will be explored during the discussions.

Student responses should be provided in the text window within the discussion area and NOT as an attachment. Students are encouraged to type their responses in Word and copy/paste into the discussion response window.

Your responses must be carefully thought out, and draw upon the readings or other appropriate outside sources. For each discussion, students should post his/her discussion and also respond to others' posts (at least two classmates'). Initial discussion posts should include at least two peer-reviewed sources in addition to your text. Initial discussion posts should be between 250-300 words and responses should be at least 75-150 words. Peer responses should include at least one peer-reviewed source. The points earned depend on your context, the quote of the literature, your response to others, etc. Responses to others' posts should be thoughtful and add to the discussion – a response of "I agree" will not earn any points. Online discussions are meant to replace in-class discussions.

Final Exam

The final exam is cumulative, online and will be timed. Exams in this class will be completed using Respondus Lockdown Monitor. Respondus Lockdown Monitor will record video as you complete the exam. **More details on the final exam in the last week of class.**

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.

International Student In-Class Required Meetings

International Students Zoom/Meetings MA 106 3:00 - 4:00 PM CST
1/19/2022
2/2/2022
2/16/2021
3/2/2021
3/23/2021
4/6/2021
4/20/2021

Academic Honesty

I assume that the written work you turn in reflects your own ideas and your own words, unless you specifically attribute them to another source. Very limited amount of quotation for written assignments is acceptable. When paraphrasing, appropriate acknowledgement of the ideas, works,

writings, or opinions that you borrow must be stated. Academic dishonesty is not acceptable and is a breach of the student code of ethics.

Dishonesty includes, but not limited to:

- 1) Plagiarism
- 2) Submitting work that was not prepared by you (fraud)
- 3) Helping another student with their work when expressly prohibited (cheating).

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.

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Online Computer Requirements

Taking an online class 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](#).

Services for Students with Disabilities

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 accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

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

Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule:

Module	Task/Assessment	Start Date	Due Date
Module 1	Getting to Know You Discussion Initial Discussion Post: Buyer Behavior	1/10/2022	1/15/2022
	Read Berkowitz: Chapter 1 The Meaning of Marketing	1/10/2022	1/22/2022
	Read Berkowitz: Chapter 2 Marketing Strategy		
	Read Berkowitz: Chapter 3 The Environment of Marketing Strategy		
	Read Berkowitz: Chapter 4 Buyer Behavior		
	Peer Discussion Responses: Buyer Behavior		
	Writing Assignment 1: Marketing Strategy		
Module 2 - Market Segmentation and Customer Loyalty	Initial Discussion Post: Market Segmentation and Customer Loyalty	1/23/2022	1/29/2022
	Read Berkowitz: Chapter 5 Marketing Research	1/23/2022	2/5/2022
	Read Berkowitz: Chapter 6 Market Segmentation		
	Read Berkowitz: Chapter 7 Developing Customer Loyalty		
	Read Berkowitz: Chapter 8 Product Strategy		
	Peer Discussion Responses: Market Segmentation and Customer Loyalty		
	Writing Assignment 2: Product Strategy		
Module 3 - Price, Distribution, and Promotion	Initial Discussion Post: Price and Distribution	2/6/2022	2/12/2022
	Read Berkowitz: Chapter 9 Price	2/6/2022	2/19/2022
	Read Berkowitz: Chapter 10 Distribution		
	Read Berkowitz: Chapter 11 Promotion		
	Peer Discussion Responses: Price and Distribution		
	Writing Assignment 3: Distribution and Promotion		
Module 4 - Advertising and Sales and Sales Management	Initial Discussion Post: Advertising	2/20/2022	2/26/2022
	Read Berkowitz: Chapter 12 Advertising	2/20/2022	3/5/2022
	Read Berkowitz: Chapter 13 Sales and Sales Management		
	Read Berkowitz: Chapter 14 Controlling and Monitoring		
	Peer Discussion Responses: Advertising		
	Writing Assignment 4: Sales and Sales Management		
Module 5 - The US Healthcare System, Risks and Costs	Initial Discussion Post: The US Healthcare System	3/6/2022	3/12/2022
	Read Lee: Chapter 1 Why Healthcare Economics?	3/6/2022	3/26/2022
	Read Lee: Chapter 2 An Overview of the US Healthcare System		
	Read Lee: Chapter 3 An Overview of the Healthcare Financing System		

	Read Lee: Chapter 4 Describing, Evaluating, and Managing Risk		
	Read Lee: Chapter 5 Understanding Costs		
	Peer Discussion Responses: The US Healthcare System		
	Writing Assignment 5: The Healthcare Financing System and Understanding Costs		
	Spring Break	3/12/2020	3/19/2020
Module 6 - The Triple Aim, Elasticities, Forecasting, and Supply and Demand	Initial Discussion Post: The Triple Aim	3/27/2022	4/2/2022
	Read Lee: Chapter 6 Realizing the Triple Aim		
	Read Lee: Chapter 7 The Demand for Healthcare Products		
	Read Lee: Chapter 8 Elasticities		
	Read Lee: Chapter 9 Forecasting	3/27/2022	4/9/2022
	Read Lee: Chapter 10 Supply and Demand Analysis		
	Peer Discussion Responses: The Triple Aim		
	Writing Assignment 6: Forecasting, Supply and Demand Analysis		
Module 7 - Profits, Pricing, Incentives and Interventions	Initial Discussion Post: Maximizing Profits	4/10/2022	4/16/2022
	Read Lee: Chapter 11 Maximizing Profits		
	Read Lee: Chapter 12 Pricing		
	Read Lee: Chapter 13 Asymmetric Information and IncentivesX		
	Read Lee: Chapter 14 Economic Analysis of Clinical and Managerial InterventionsX	4/10/2022	4/23/2022
	Peer Discussion Responses: Maximizing Profits		
	Writing Assignment 7: Clinical and Managerial Interventions		
Module 8 - Market Structure and Power, Government Intervention, and Behavioral Economics	Initial Discussion Post: Course Reflection		
	Review: All Course Materials in preparation for the final exam		
	Read Lee: Chapter 15 Profits, Market Structure, and Market Power		
	Read Lee: Chapter 16 Government Intervention in Healthcare MarketsX		
	Read Lee: Chapter 18 Behavioral EconomicsX	4/24/2022	4/30/2022
	Review: All Course Materials in preparation for the final exam		
	Peer Discussion Responses: Course Reflection		
	Writing Assignment 8: Government Intervention in Healthcare Markets		
	Comprehensive Final Exam		4/28/2021