

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 428

STRATEGIC MANAGEMENT AND MARKETING IN HEALTHCARE

COURSE DESCRIPTION

Focused on increasing organizational effectiveness and efficiency through strategic planning students will develop an understanding of the strategic planning process and marketing from a healthcare perspective. Topics explored include, but not limited to, importance of strategic planning in healthcare; internal and external environmental assessment; marketing healthcare services; strategy formulation, implementation and long term control.

RATIONALE

As financial pressures on healthcare delivery organizations continue to tighten, every dollar devoted to marketing comes under scrutiny. The marketing department is part of discretionary expenditures in the budget, so cutting funding to this department is often appealing. People inside and outside the organization wonder what the marketing department does and why they should receive funding. This course will review the 4 Ps of marketing (price, promotion, place, and product) as they relate to healthcare, as well as the input of various stakeholders as related to both an internal and external environmental assessments. Finally, the student will be asked to evaluate strategic plans for application of best practices.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Integrate a biblical worldview within the context of the healthcare manager's role in strategic planning and marketing.
- B. Evaluate the steps (environmental assessment, formulation, implementation, and control) associated with strategic planning in healthcare, observing industry specific challenges.
- C. Examine the steps associated with strategically marketing healthcare products and services, observing industry specific challenges.
- D. Research strategic planning and marketing concepts in the context of the healthcare organization based upon knowledge of current literature and industry best practices.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes.
- B. Course Requirements Checklist
After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (8)
Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be at least 300 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 250 words. Each thread and reply must include a biblical integration and at least 2 peer-reviewed source citations in current APA format (in addition to the textbook).
- D. Case Studies (5)
The student will examine various aspects of healthcare marketing and management, writing brief and concise responses to the topics provided. Each assignment must be at least 300 words, and be supported by 1 scholarly source and 1 biblical integration. Current APA format must be used.
- E. Strategic Action Video
The student will create a video analysis of a healthcare marketing product or service that is currently on the market. The completed video must be 5–7 minutes, and must exhibit professionalism and extensive knowledge. The student will also post a response of 200–300 words to at least 1 of the videos posted by his/her peers.

F. SWOT Analysis

The student will choose a healthcare organization, pharmaceutical company, or physician practice and create a SWOT analysis for that organization. This assignment must be 1,000–1,200 words, and include a SWOT table with narrative. Current APA format must be used, and the paper must be supported by at least 3 scholarly references and a biblical integration.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (8 at 50 pts ea)	400
Case Studies (5 at 70 pts ea)	350
Strategic Action Video	100
SWOT Analysis	150
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 428

Textbook: Cellucci et al., *Healthcare Marketing: A Case Study Approach* (2014).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Cellucci et al.: chs. 1–2 1 presentation 2 websites	Course Requirements Checklist Class Introductions DB Forum 1 Case Study 1	10 0 50 70
2	Cellucci et al.: chs. 3–4 1 presentation 3 websites	DB Forum 2 Case Study 2	50 70
3	Cellucci et al.: chs. 5–6 1 presentation 2 websites	DB Forum 3 Case Study 3	50 70
4	Cellucci et al.: chs. 7–8 1 presentation 4 websites	DB Forum 4 Case Study 4	50 70
5	Cellucci et al.: ch. 9 1 presentation 1 website	DB Forum 5	50
6	Cellucci et al.: chs. 10–11 1 presentation 4 websites	DB Forum 6 Case Study 5	50 70
7	Cellucci et al.: chs. 12–13 1 presentation 5 websites	DB Forum 7 Strategic Action Video	50 100
8	Cellucci et al.: chs. 14–15 1 presentation 3 websites	DB Forum 8 SWOT Analysis	50 150
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.