

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 528

STRATEGIC MANAGEMENT AND MARKETING FOR HEALTH PROFESSIONALS

COURSE DESCRIPTION

Focused on creating strategies and exploring models for gaining a competitive edge in the healthcare marketplace. Students will explore the importance of strategic planning in healthcare; internal and external environmental assessment; marketing healthcare services; strategy formulation, implementation, evaluation, and long term control.

RATIONALE

Administrators are challenged by health services marketing for a variety of reasons, due in part to the differences between marketing services versus tangible goods. Healthcare organizations must be marketed to numerous internal and external stakeholders, including: patients, physicians, and the community. Therefore, issues of patient satisfaction, patient retention, and physician satisfaction are all germane to organizational marketing efforts. Finally, the complexity of healthcare organizations makes the integration of a marketing plan with an organization's overall strategic and operational plan difficult to accomplish.

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. Microsoft Office
- D. Screencast or YouTube Account

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. Analyze the steps (environmental assessment, formulation, implementation, and control) associated with strategic planning in healthcare, observing industry specific challenges.
- C. Evaluate the strategic marketing healthcare products and services, observing industry specific challenges.
- D. Assess strategic planning and marketing in healthcare based upon knowledge of current literature and industry best practices.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and lecture presentations

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 (7)

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 500 words, demonstrate course-related knowledge, and include at least 2 peer-reviewed sources in current APA format (and in addition to the course textbook) and 1 instance of biblical integration. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 450 words and include at least 2 peer-reviewed sources in current APA format (and in addition to the course textbook) and 1 instance of biblical integration.

D. Marketing Strategy Paper

The student will write a paper of at least 500 words and in current APA format that provides a brief overview of strategic marketing based on a provided scenario. The paper must include at least 2 peer-reviewed references in addition to 1 instance of biblical integration.

E. Marketing Application Paper

The student will write a paper of at least 500 words and in current APA format that focuses on the 4 P's of Marketing. The paper must include at least 2 peer-reviewed references in addition to 1 instance of biblical integration.

F. Market Segmentation Paper

The student will write a paper of at least 500 words and in current APA format that focuses on segmenting a customer base for a service based on a provided scenario. The paper must include at least 2 peer-reviewed references in addition to 1 instance of biblical integration.

G. Product Strategy Paper

The student will write a paper of at least 500 words and in current APA format that focuses on the components needed to change a marketing strategy. The paper must include at least 2 peer-reviewed references in addition to 1 instance of biblical integration.

H. Sales Presentation

1. Topic and Reference Page

The student will submit a topic and reference page of at least 5 scholarly references in current APA format.

2. Final Submission

The student will create a 7–10-minute sales team presentation that focuses on a chemical dependency program. The student must include a reference slide with at least 5 scholarly references in current APA format.

I. Vertical Integration Paper

The student will write a paper of at least 500 words and in current APA format that focuses on the vertical integration options and directions for specified providers. The paper must include at least 2 peer-reviewed references in addition to 1 instance of biblical integration.

J. Case Study

The student will write a paper of at least 500 words and in current APA format that addresses the provided questions concerning a case study on the banning of advertising. The paper must include at least 2 peer-reviewed references in addition to 1 instance of biblical integration.

K. Group Case Study Analysis

The student will be placed in a group to develop a brief analysis of a provided case study. The student, within his/her group, will develop a 1,500–2,000-word paper in current APA format that uses at least 4 peer-reviewed scholarly references in addition to 1 instance of biblical integration.

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist	10
Discussion Board Forums (7 at 50 pts ea)	350
Marketing Strategy Paper	50
Marketing Application Paper	50
Market Segmentation Paper	50
Product Strategy Paper	50
Sales Presentation	
Topic and Reference Page	50
Final Submission	150
Vertical Integration Paper	50
Case Study	50
Group Case Study Analysis	150
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. 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 528

Textbook: Berkowitz, *Essentials of Health Care Marketing* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Berkowitz: chs. 1–2 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1 Marketing Strategy Paper	10 0 50 50
2	Berkowitz: chs. 3–4 1 presentation	DB Forum 2 Marketing Application Paper	50 50
3	Berkowitz: chs. 5–6 1 presentation	DB Forum 3 Market Segmentation Paper	50 50
4	Berkowitz: chs. 7–8 1 presentation	DB Forum 4 Product Strategy Paper Sales Presentation – Topic and Reference Page	50 50 50
5	Berkowitz: chs. 9–10 1 presentation	DB Forum 5 Vertical Integration Paper	50 50
6	Berkowitz: chs. 11–12 1 presentation	DB Forum 6 Case Study	50 50
7	Berkowitz: chs. 13–14 1 presentation	Sales Presentation – Final Submission	150
8	1 presentation 1 website	DB Forum 7 Course Wrap-Up Forum Group Case Study Analysis	50 0 150
TOTAL			1010

DB = Discussion Board

NOTE: Module/Week one begins on Monday and ends at 11:59 p.m. (ET) on Friday. Modules/Weeks 2-8 begin on Saturday and end at 11:59 p.m. (ET) on Friday.