

**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***

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### **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. Health care 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 plans 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 provide 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 and 1 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 and 1 biblical integration.

- D. Marketing Strategy Paper

The student will write a 500-word paper 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 the Bible.

- E. Marketing Application Paper

The student will write a 500-word paper 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 the Bible.

- F. Market Segmentation Paper

The student will write a 500-word paper 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 the Bible.

- G. Product Strategy Paper

The student will write a 500-word paper 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 the Bible.

- H. Sales Presentation

- 1. Reference Page

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

2. Presentation

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 500-word paper 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 the Bible.

J. Case Study

The student will write a 500-word response 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 the Bible.

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 the Bible.

**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	
Reference Page	50
Presentation	150
Vertical Integration Paper	50
Case Study	50
Group Case Study Analysis	150
<b>Total</b>	<b>1010</b>

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. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Disability Assistance

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

## ***COURSE SCHEDULE***

### **BUSI 528**

Textbook: Berkowitz, *Essentials of Health Care Marketing* (2011).

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

DB = Discussion Board

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