

MEJO 690.05 – Health Marketing

Spring 2024

Instructor: Clinton Weaver, MBA, Adjunct Instructor
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Meeting Times: Mondays 5-7:30 pm

Meeting Place: Room 142, Carroll Hall

Office Hours: After class and by appointment (on Zoom)

Course Overview: This course provides a foundation for managing the marketing function in healthcare. Particular attention is given to both the use of marketing tools to facilitate attainment of organizational goals in healthcare as well as the unique issues faced by healthcare marketers. The course will focus strongly on applying course materials to real-world situations and examples.

Upon successful completion of this course, students will be expected to:

- Understand how to create a marketing plan and how it links with an organization's strategic plan.
- Understand the importance of competitive advantage and differentiation.
- Understand the concepts of positioning and branding.
- Differentiate between product features and benefits.
- Understand the key differences between service and product marketing.
- Articulate the 4Ps of the Marketing Mix.
- Determine how to evaluate the effectiveness of a healthcare marketing campaign.
- Understand the importance of market research.
- Evaluate and understand the impact of demographic and sociological changes on healthcare marketing, as well as generational differences and technological changes.
- Understand the impact of legal and regulatory issues on healthcare marketing.
- Understand the role of healthcare sales to marketing strategy.
- Determine the optimum way to include the marketing function within healthcare management.

Readings: We will rely extensively on this textbook: Eric N. Berkowitz (2022) *Essentials of Health Care Marketing*, 5th edition. Burlington MA: Jones and Bartlett LLC. (Available through online booksellers. Please note we'll use the 5th edition. Feel free to buy a used copy.)

NOTE: Additional reading materials may be posted to Sakai throughout the term.

Please complete the readings before coming to class.

Additional Resources:

Jim Avery & Debbie Yount (2022) *Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan*, 6th edition. Irvine, CA: Melvin & Leigh, Publishers. (Available through the UNC bookstore or online booksellers).

Journals, such as Marketing Healthcare Services, Journal of Marketing, Healthcare Marketing Report, Journal of Healthcare Marketing, Modern Healthcare, Academy of Management Review, Academy of Management Journal, Harvard Business Review, Medical Group Management, Group Practice Journal, Health Care Management Review, Journal of Health & Human Behavior, Health Progress, Hospitals, Health Services Research, Ambulatory Care Management, Hospital and Health Services Administration, Journal of Applied Behavior Analysis, Medical Care, Patient Care, JAMA, Annals of Internal Medicine, New England Journal of Medicine, Lancet, New England Journal of Medicine, Modern Healthcare, Journal of Care Management Managed Care News, Managed Care Interface, Healthcare Financial Management, Managed Care Quarterly, Managed Care Medicine, HMO Magazine, Physician's Management, Wall Street Journal, Business Week, Fortune.

Attendance: You are required to be present for all class sessions. If unavoidable circumstances prevent you from attending, please notify me as soon as possible. Unexcused absences will negatively affect your grade. Being present and accountable for your responsibilities within your group is critical to success in the class.

Coursework and Grading: Students will be required to scan the popular business press (newspapers, magazines, etc.) throughout the semester for articles pertaining to healthcare marketing issues. Issues directly pertaining to course concepts should be sought, and the instructor's approval of the article should be obtained in advance. A two-page, double-spaced summary of the article must be submitted on the due date shown on the course syllabus. The summary should demonstrate how the article directly relates to course concepts and include analysis of the issue or marketing strategy involved. Papers will be judged for their relevance to course concepts, effective summary and thoughtfulness of the students' critical analysis. Five article reviews are required.

There will be two options for the final project:

- A. The final project can be a 5- to 10-page double spaced paper analyzing a hospital or other healthcare organization's marketing campaign. Included should be a summary of the marketing plan, including objectives and strategies, budget, target audiences, media used, geographic market targeted, and methodology used to evaluate results (if applicable). The paper and presentation should consist of both summary and critical analysis of the campaign, offering insights as to strengths and weaknesses, applying course concepts.
- B. The final project can be a marketing plan created for an existing healthcare organization. It should at a minimum include the following components:
 - Executive Summary
 - Situation Analysis
 - Competitor Analysis
 - SWOT Analysis
 - Goals, Objectives, Strategies and Tactics
 - Budget & Measurement of Results

APA style should be used for the final paper, with proper citing of references. The course textbook is an allowable reference. Papers should have a minimum of five references. Students are encouraged to cite professional journals, such as the Journal of Health Care Marketing, Journal of Consumer Marketing or the Journal of Marketing. (Hint: See the textbook notes at the end of each chapter for examples of quality

references.) The final paper must be submitted to <http://turnitin.com/static/index.html> to assure the originality of your work.

Students should prepare a 5-10 Powerpoint slide summary of their final project for presentation on the final night of class. Students are encouraged to share samples of advertisements used (i.e., copies of print ads, radio spots, television spots, direct mail, etc.)

Assigned Weights: Students' final course grades will be based on exams and assignments as follows:

- 10% - Classroom participation
- 40% - Article reviews (5)
- 50% - Final Project

All assignments are due before the end of class on the due date listed. Ten points will be deducted for late assignments.

Grade Scale:

Your final grade will be calculated using the University's grading scale: A, B, C, D, F.

A = 93-100

A- = 90-92

B+ = 87-89

B = 83-86

B- = 80-82

C+ = 77-79

C = 73-76

C- = 70-72

D = 60-69

F = 59 or below

For detailed descriptions of the grading scale, please see this website: <https://registrar.unc.edu/academic-services/grades/explanation-of-grading-system/>

Class Schedule:

PLEASE check Sakai frequently throughout the semester, as the schedule may change, and new items or information may be added.

Jan. 15	No Class [Holiday]
Jan. 22	Read: Chapters 1 and 2 – The Meaning of Marketing, Marketing Strategy
Jan. 29	Read: Chapter 3 – The Environment of Marketing Strategy ARTICLE #1 DUE
Feb. 5	Read: Chapter 4 – Buyer Behavior ARTICLE #2 DUE
Feb. 12	No Class [Well-Being Day]
Feb. 19	Read: Chapters 5 and 6 – Marketing Research, Market Segmentation

Feb. 26	Read: Chapter 7 – Developing Customer Loyalty ARTICLE #3 DUE
March 4	Read: Chapter 8 – Marketing in the Digital Age
March 11	No Class [Spring Break]
March 18	Read: Chapters 9 and 10 – Product Strategy and Prices
March 25	Read: Chapter 11 – Distribution ARTICLE #4 DUE
April 1	Read: Chapter 12 – Promotion
April 8	Read: Chapter 13 – Advertising ARTICLE #5 DUE
April 15	Read: Chapter 14 – Sales and Sales Management
April 22	FINAL PROJECT DUE ; Class Presentations Begin
April 29	Class Presentations Conclude

Honor Code: I expect that all students will conduct themselves within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Julie Dixon-Green, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students. Seeking Help: If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity: The Hussman School of Journalism and Media adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals - <http://www.mj.unc.edu/diversity-and-inclusion>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations: If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>.

Accreditation: The Hussman School of Journalism and Media's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://hussman.unc.edu/accreditation>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on these bullet dots under "Professional values and competencies" in the link above:

- Understand concepts and apply theories in the use and presentation of images and information
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Apply tools and technologies appropriate for the communications professions in which they work.