

HSA 305 – Health Services Marketing

Course Description

This course provides an overview of marketing in health care organizations. Specific areas covered include the role of marketing in health care organizations, the marketing environment in the health care industry, strategy and market planning, the use of market information systems and market research, market segmentation, shaping product and service offerings, pricing strategies and decisions, designing and managing marketing channels, designing and managing marketing communications, and implementing marketing.

Instructional Materials

Kotler, P., Shalowitz, J., & Stevens, R. J. (2008). *Strategic marketing for health care organizations: Building a customer-driven health system*. San Francisco, CA: Jossey-Bass.

Course Learning Outcomes

1. Describe the health care system and the role of marketing.
2. Analyze the competitive environment of a health services organization and identify a course of action that will allow for strategic marketing success.
3. Analyze the users of the health care system.
4. Describe the various tools of the marketing mix available to health care providers.
5. Describe how health care providers can organize their marketing resources, implement their marketing plans, and use control tools to reach their stated goals.
6. Use technology and information resources to research issues in health services marketing.
7. Write clearly and concisely about health services marketing using proper writing mechanics.