

Course Title	Managing Marketing in Health Services				
Course Code	HSA-535				
Course Type	Elective				
Level	2 nd Cycle				
Year / Semester	2 / 1				
Teacher's Name	Dr Evi Dekoulou				
ECTS	10	Lectures	14	Interactive learning activities	13
Course Purpose and Objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> • give students an understanding of the scope of marketing decision-making in healthcare • explore how marketing interacts with other levels of strategy and with other functional departments within health organizations • describe marketing operations in healthcare sector by examining issues such as product/service policies, pricing, marketing communications, distribution channels and marketing research • familiarize students with the components of a strategic marketing plan • familiarize students with processes involved in formulating, implementing and controlling a strategic marketing program • allow students to approach a variety of problem situations commonly encountered in the healthcare marketing management • discuss the importance of marketing research and explain its contribution to analyse markets, customers and stakeholders • gather and organize the information necessary to formulate and evaluate alternative strategies 				
Learning Outcomes	<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Summarize the key characteristics and major dimensions of complex healthcare marketing environment 2. Indicate and utilize strategic opportunities through internal and external analysis 3. Inquire and interpret consumer behaviour towards strategic marketing planning and decision-making 4. Utilize strategic planning tools and apply strategic models 5. Gain a strategic perspective on marketing (students should get the logic behind every decision made in marketing and most importantly learn how to think strategically) 6. Understand the characteristics of a market-driven strategy (students should be able to recognize what market driven means and how to achieve it) <ol style="list-style-type: none"> 1. Perform a thorough competition analysis (students will be taught how to analyze the competition arena they are in and be able to think of attack 				

	<p>and defense strategies accordingly)</p> <ol style="list-style-type: none"> 2. Research and properly decide on segmentation, targeting and positioning (students should be able to understand the principles and practice of segmentation, targeting and positioning and form relevant strategies to achieve their goals) 3. Gain the knowledge of building effective customer relationships (students will learn the importance of forming and maintaining good relationships especially with customers and be able to think of ways to sustain such relationships) 4. Innovate and develop new products (students should be able to follow the new product development process and innovate and develop a new product) 5. Understand how to better manage a brand (students will be able to understand branding and learn strategies of how better to leverage and manage the brand portfolio of a business) 6. Design an efficient value chain (students should be able to understand the strategic role of value chain and learn how to build and manage the channel strategy) 7. Analyse an organisation's pricing situation and make decisions on pricing strategy (students will become knowledgeable of the strategic role of price and be able to analyse their current pricing situation and select appropriate pricing strategies) 8. Make proper promotion arrangements (students should be able to build a promotion strategy suitable for their marketing goals) 9. Understand the importance of cultivating effective implementation (students will learn about the importance of achieving effective implementation of their marketing plans) 10. Acquire the knowledge and skills of evaluating marketing (students will be taught how to evaluate their marketing performance). 		
Prerequisites	None	Required	None
Course Content	<p>Part one: Understanding the health care system and the role of marketing</p> <p>Chapter One: The Role of Marketing in Health Care Organizations. Chapter Two: Defining the Health Care System and Its Trade-offs. Chapter Three: The Health Care Industry and Marketing Environment. Chapter Four: Determinants of the Utilization of Health Care Services.</p> <p>Part two: Analysing the market</p> <p>Chapter Five: Strategy and Market Planning. Chapter Six: How Health Care Buyers Make Choices.</p>		

	<p>Chapter Seven: Using Market Information Systems and Marketing Research. Chapter Eight: Market Segmentation, Targeting, Positioning, and Competition.</p> <p>Part three: Applying the marketing mix</p> <p>Chapter Nine: Shaping and Managing Product and Service Offerings. Chapter Ten: Developing and Branding New Offerings. Chapter Eleven: Pricing Strategies and Decisions in Health Care. Chapter Twelve: Designing and Managing Health Care Marketing Channels. Chapter Thirteen: Designing and Managing Integrated Marketing Communications. Chapter Fourteen: Personal Marketing Communications: Word-of-Mouth, Sales, and Direct Marketing.</p> <p>Part four: Implementing and controlling the marketing effort</p> <p>Chapter Fifteen: Organizing, Implementing, and Controlling Marketing.</p>																									
Teaching Methodology	Powerpoint presentations, Webex Lectures, Academic Journal Articles.																									
Bibliography	<p>Required Textbooks / Reading:</p> <table border="1" data-bbox="472 1083 1451 1619"> <thead> <tr> <th>Title</th> <th>Author(s)</th> <th>Publisher</th> <th>Year</th> <th>ISBN</th> </tr> </thead> <tbody> <tr> <td>Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System</td> <td>Philip Kotler, Joel Shalowitz, Robert J. Stevens</td> <td>Wiley</td> <td>2008</td> <td>9780787984960</td> </tr> <tr> <td>Essentials of Health Care Marketing</td> <td>Eric Berkowitz</td> <td>Jossey-Bass</td> <td>2017</td> <td>9781284094312</td> </tr> </tbody> </table> <p>Recommended Textbooks / Reading:</p> <table border="1" data-bbox="472 1696 1451 1879"> <thead> <tr> <th>Title</th> <th>Author(s)</th> <th>Publisher</th> <th>Year</th> <th>ISBN</th> </tr> </thead> <tbody> <tr> <td>Global Issues in Pharmaceutical Marketing</td> <td>Pitta, D.</td> <td>Journal of Pharmaceutical and</td> <td>2016</td> <td></td> </tr> </tbody> </table>	Title	Author(s)	Publisher	Year	ISBN	Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System	Philip Kotler, Joel Shalowitz, Robert J. Stevens	Wiley	2008	9780787984960	Essentials of Health Care Marketing	Eric Berkowitz	Jossey-Bass	2017	9781284094312	Title	Author(s)	Publisher	Year	ISBN	Global Issues in Pharmaceutical Marketing	Pitta, D.	Journal of Pharmaceutical and	2016	
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			Healthcare Marketing, 10(2), pp.230-231.		
	Understanding the power of hope and empathy in healthcare marketing	Kemp, E., Bui, M., Krishen, A., Homer, P.M., LaTour, M.S.	Journal of Consumer Marketing, 34 (2), pp.85-95.	2017	
	Social network analysis in healthcare. In Internet of Things and Big Data Technologies for Next Generation Healthcare (pp. 309-334).	Baktha, K., Dev, M., Gupta, H., Agarwal, A., Balamurugan, B.	Springer	2017	978-3-319-49735-8
	Service quality and acculturation: advancing immigrant healthcare utilization.	Davis, K.S., Mohan, M. and Rayburn, S.W.	Journal of Services Marketing	2017	
	Antecedents and Consequences of Innovativeness. In The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World (pp. 610-610).	Pesämaa, O., Shoham, A. and Ruvio, A.A.	Springer, Cham.	2017	9783319500065

	Creating the ideal patient experience.	Purcărea, T.V.	Journal of Medicine and Life, 9(4), pp.380-385.	2016	
	Internal marketing: A pathway for healthcare facilities to improve the patient experience	Fortenberry Jr, J.L. and McGoldrick, P.J.	International Journal of Healthcare Management , 9(1), pp.28-33.	2016	
	Twitter and behavioral engagement in the healthcare sector: An examination of product and service companies	Leek, S., Houghton, D. and Canning, L.	Industrial Marketing Management	2017	
	Threat, efficacy and message framing in consumer healthcare	Nandakumar, N., Sivakumaran, B., Kalro, A., Sharma, P.	Marketing Intelligence & Planning, 35(4), pp.442-457.	2017	
	The Impact of Internal Marketing Activities on Customer Service Performance in Healthcare Industry.	Abbasi, A., Haghghi, M., Maskan, B.H.H., Ashkani, M. and Mohammadi, A.	International Journal of Customer Relationship Marketing and Management (IJCRMM), 8(3), pp.18-30.	2017	
	User Satisfaction Regarding Healthcare	Radu, A.C., Orzan, M.C., Ceptureanu, S. and Stoica, I.,	Economic Computation & Economic Cybernetics	2017	

	Education Services Financed Through The European Social Fund		Studies & Research, 51 (1).		
	A Dynamic Model of Health Insurance Choices and Healthcare Consumption Decisions	Mehta, N., Ni, J., Srinivasan, K. and Sun, B.	<i>Marketing Science</i>	2017	
Academic Journals	Journal of Medical Marketing International Journal of Healthcare Management Marketing Health Services				
Assessment	Quiz (formative) Participation (10%) Assignment (30%) Final Exam (60%)				
Language	English				