

**Business C741/M722
Health Care Marketing
Winter 2020 Course Outline**

**Health Policy and Management
DeGroote School of Business
McMaster University**

COURSE OBJECTIVE

This course is designed to provide you with an understanding of the marketing issues facing the health care manager and to prepare you to meet those challenges with sound marketing strategies. Topics covered include the nature of marketing health care products (goods, services and ideas) to health care consumers within both for-profit and not-for-profit environments. We also will explore topics from a global perspective, considering the impact that cultural and political differences have on the selection of marketing strategies. This course builds on your previous learning in health care services and strategic management and acts as a stepping-stone to the real world of private and public health care management. The purpose of this course is to enhance your capacity to fill the role of a manager responsible for strategic marketing performance.

INSTRUCTOR AND CONTACT INFORMATION

C741 Wednesday BSB 115 11:30-2:20 C741/M722 Thursday 11:30-2:20 RJC 263
Instructor: Dr. Maureen Hupfer
Office: DSB 213
Contact Information: 905-525-9140, ext. 24101; hupferm@mcmaster.ca

Office Hours: Main Campus Tuesday 2:30-4:30. RJC before and after class (please let me know the day before class so that I can adjust my travelling time), and by appointment on Main Campus.

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT skills:	No	Global view:	Yes
Avenue to Learn:	Yes	Ethics:	Yes	Numeracy:	Yes	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	No		

COURSE DESCRIPTION

This course provides students with an in-depth understanding of the key concepts and principles of strategic marketing and their application to health care. In the context of the rapidly changing health care environment in various global settings, the course explores the differences and similarities between the marketing of services, tangible goods and ideas (social marketing) and between marketing activities conducted by for-profit and non-profit organizations. The course will consist of lectures, guest speakers, and readings, as well as practical field experience that will require student teams to undertake a marketing consulting project for the City of Hamilton Public Health Services. Throughout the term students will develop skills for analyzing health care marketing problems and determining marketing strategy.

LEARNING OUTCOMES

Upon completion of this course, students will:

- Understand the key concepts of strategic marketing for goods, services and ideas, and how to apply them in the health care sector for profit and non-profit organizations
- Have a working knowledge of the elements of the marketing mix and how to apply them to health care marketing situations
- Have the required skills and understanding of a framework to analyze complex marketing problems and develop strategic plans to effectively address them
- Have obtained real-world team project management experience.

REQUIRED COURSE MATERIALS AND READINGS

There is no required textbook for this course. All of those that are available tend to be dated, very “American” and very hospital focused. If you have not taken an introductory marketing principles course, I strongly recommend that you purchase a used Introduction to Marketing text from Amazon or some other source. Look for a textbook by authors such as Berkowitz, Armstrong, Kotler and Cunningham.

Custom Courseware for C741/M722: Purchase a copy at the bookstore.

Avenue to Learn registration for announcements, PPT notes, other readings, in-class case discussion questions, case assignments, consulting project information, submitting assignments, your marks...

Note that most but not necessarily all the visual images that you see in class will be included in Avenue PPT notes. This is partly because of copyright concerns and in some cases file size. Incorporating video clips also would create a file size issue; however, YouTube links will be included when they are available.

EVALUATION

Learning in this course is achieved through lectures (including guest speakers), in-class discussion, out-of-class reading, case assignments, and the team consulting project. For team work, students will share the same grade, except where poor peer evaluations indicate otherwise. Your final grade will be calculated as follows:

Components and Weights

Short Case Assignment 1	Individual	15%
Short Case Assignment 2	Individual	15%
Participation	Individual	15%
Consulting Project and Presentation	Team	55%
Total		100%

Grade Conversion

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

LETTER GRADE	PERCENT	POINTS
A+	90 - 100	12
A	85 - 89	11
A-	80 - 84	10
B+	75 - 79	9
B	70 - 74	8
B-	60 - 69	7
F	00 - 59	0

Communication and Feedback

Students that are uncomfortable in directly approaching an instructor regarding a course concern may send a confidential and anonymous email to the respective Area Chair or Associate Dean:

<http://mbastudent.degroot.mcmaster.ca/contact/anonymous/>

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Administrative Assistant.

Instructors are encouraged to conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery. Instructors should provide evaluation feedback for at least 10% of the final grade to students prior to Week #8 in the term.

Short Case Assignments (15% each)

These assignments are to be completed individually without discussion among your classmates. These deal with food literacy topics and include questions that require the application of marketing theory. These assignments are to be posted to the Avenue DropBox on the dates indicated on the course schedule. Late submissions will be accepted by email but will be subject to a 20% per day grade deduction.

Participation (15%)

The purpose of this evaluation component is to give you practice in stating and defending your positions orally and to share your experiences with the class. For classes when case discussions are scheduled, you will be given time to talk about the case with your classmates in small groups before we take it up as a class.

Name cards and class pictures are used to help give credit for your participation. You must have a name card with your **full first and last name** clearly written and displayed in front of you for every class (please use the first name that you prefer to be called.) Since student involvement is an important component of this course, official McMaster student ID photographs will be used to ensure that each student is assessed accurately. I will use the photograph to ensure the accuracy of participation marks, group work, and for identifying students for grading purposes. If your photo is not available on Mosaic (this would be the photo on your Mac ID), I will be asking you for one.

I will be assessing your participation throughout the term beginning in Week 3 using a four-level grading scheme (0 = not present, 1 = present but very little or no involvement, 2 = moderate involvement, 3 = active, thoughtful commentary). Marks will be recorded on Avenue and you should be checking these postings to ensure that they are consistent with your record of attendance and degree of contribution.

You need to attend your own section unless it is necessary to switch on occasion. If you have a good reason for switching for a particular day (e.g. job interview, doctor or dentist appointment, you have missed a class because of illness and want to make it up), you should let me know in advance so that I will be prepared to adjust your attendance and participation. Priority always will be given to students who actually are registered in the section. The order of content coverage in this class is Wednesday/Thursday and I will be posting your participation marks as soon as possible after this weekly cycle is complete. ***Requests for review or changes to these grades must be made within a week of their posting.*** I will give you one “freebie” absence with no questions asked. After that, you will need to provide documentation for missed classes.

Food Literacy Consulting Project (55%)

You should organize yourselves into teams of five or six, depending on enrollment. Each team will be acting as consultants to the City of Hamilton regarding the promotion of Food Literacy Month October 2020. Specifically, you will be conducting both secondary and primary research that will lead to a marketing plan for this event in Hamilton. Please see the Project Description in the Project Files folder for a more complete description and note that the project has been divided into phases including secondary research, primary research and final report/presentation that are deliverable throughout the term. This schedule will facilitate your time management and will allow me to provide feedback on deliverables throughout the term.

In addition to constituting a large proportion of your grade for this course, the project is a very important part of the learning process. It provides a way for you to apply the theories and concepts that you are learning in the course to a real health care marketing management situation. It also may provide an opportunity for you to gain familiarity with an organization and/or dimension of health care that you have not yet experienced. The project also offers a way for the organization to benefit from your expertise and hard work in addressing a challenging marketing issue. Finally, it contributes to strengthening the linkage between McMaster and the health care community.

It is very important for you to remember that you are representing the DeGroot School of Business and the university as a whole; your project must be thoroughly researched and well written. In addition, I have received grant money to fund data collection for this project and will need to report on your success. The pace will be intense and there will be uncertainty/ambiguity involved because we are working with a real client that has their own busy schedules and responsibilities.

I will be acting as the “project manager” and will be asking your group to submit consensus peer evaluations with each project component. Group members will receive the same grades unless I see evidence that not all students are making equal contributions.

ACADEMIC DISHONESTY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at:

www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

In this course we will be using a web-based service (Turnitin.com) to reveal plagiarism. Students will be expected to submit their work electronically to Turnitin.com via the Avenue DropBox so that it can be checked for academic dishonesty. Students who do not wish to submit their work to Turnitin.com must still submit a copy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, etc.). To see the Turnitin.com Policy, please go to;

<http://www.mcmaster.ca/academicintegrity/turnitin/students/>

In this course we will be using Avenue to Learn. Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure.

If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

Missed Mid-Term Examinations / Tests /

Class Participation

Note that the following applies to MBA students. If you are in Global Health, eHealth, or Public Health, you will need to see your own program administrators to provide documentation for absences.

Where students miss a regularly scheduled mid-term or class participation for legitimate reasons as determined by the Student Experience – Academic (MBA) office, the weight for that test/participation will be distributed across other evaluative components of the course at the discretion of the instructor. Documentation explaining such an absence must be provided to the Student Experience – Academic (MBA) office within five (5) working days upon returning to school.

To document absences for health related reasons, please provide to Student Experience – Academic (MBA) office the Petition for Relief for MBA Missed Term Work and the McMaster University Student Health Certificate which can be found on the DeGroot website at <http://mbastudent.degroot.mcmaster.ca/forms-and-applications/>. Please do not use the online McMaster Student Absence Form as this is for Undergraduate students only. University policy states that a student may submit a maximum of three (3) medical certificates per year after which the student must meet with the Director of the program.

To document absences for reasons other than health related, please provide Student Experience – Academic (MBA) office the Petition for Relief for MBA Missed Term Work and documentation supporting the reason for the absence.

Students unable to write a mid-term at the posted exam time due to the following reasons: religious; work-related (for part-time students only); representing university at an academic or varsity athletic event; conflicts between two overlapping scheduled mid-term exams; or other extenuating circumstances, have the option of applying for special exam arrangements. Such requests must be made to the Student Experience – Academic (MBA) office at least ten (10) working days before the scheduled exam along with acceptable documentation. Instructors cannot themselves allow students to unofficially write make-up exams/tests. Adjudication of the request must be handled by Student Experience – Academic (MBA).

If a mid-term exam is missed without a valid reason, students will receive a grade of zero (0) for that component.

Missed Final Examinations

A student who misses a final examination without good reason will receive a mark of 0 on the examination.

All applications for deferred and special examination arrangements must be made to the Student Experience – Academic (MBA) office. Failure to meet the stated deadlines may result in the denial of these arrangements. Deferred examination privileges, if granted, must be satisfied during the examination period at the end of the following term. There will be one common sitting for all deferred exams.

Failure to write an approved deferred examination at the pre-scheduled time will result in a failure for that examination, except in the case of exceptional circumstances where documentation has been provided and approved. Upon approval, no credit will be given for the course, and the notation N.C. (no credit) will be placed on the student's transcript. Students receiving no credit for a required course must repeat the course. Optional or elective courses for which no credit is given may be repeated or replaced with another course of equal credit value.

Requests for a second deferral or rescheduling of a deferred examination will not be considered.

Any student who is unable to write a final examination because of illness is required to submit the Application for Deferred MBA Final Examination and a statement from a doctor certifying illness on the date of the examination. The Application for Deferred MBA Final Examination and the McMaster University Student Health Certificate can be found on the DeGroot website at <http://mbastudent.degroot.mcmaster.ca/forms-and-applications/> Please do not use the online McMaster Student Absence Form as this is for Undergraduate students only. Students who write examinations while ill will not be given special consideration after the fact.

In such cases, the request for a deferred examination privilege must be made in writing to the Student Experience – Academic (MBA) office within five business days of the missed examination.

Special examination arrangements may be made for students unable to write at the posted exam time due to compelling reasons (for example religious, or for part-time students only, work-related reasons):

- Students who have religious obligations which make it impossible to write examinations at the times posted are required to produce a letter from their religious leader stating that they are unable to be present owing to a religious obligation.
- Part-time students who have business commitments which make it impossible to write examinations at the times posted are required to produce a letter on company letterhead from the student's immediate supervisor stating that they are unable to be present owing to a specific job commitment.

In such cases, applications must be made in writing to the Student Experience – Academic (MBA) office at least ten business days before the scheduled examination date and acceptable documentation must be supplied.

If a student is representing the University at an academic or athletic event and is available at an overlapping scheduled time of the test/examination, the student may write the test/examination at an approved location with an approved invigilator, as determined by the Student Experience – Academic (MBA) office.

In such cases, the request for a deferred examination privilege must be made in writing to the Student Experience – Academic (MBA) office within ten business days of the end of the examination period.

Note: A fee of \$50 will be charged for a deferred exam written on campus and a fee of \$100 for deferred exams written elsewhere. In cases where the student's standing is in doubt, the Graduate Admissions and Study Committee may require that the student with one or more deferred examination privileges refrain from re-registering until the examination(s) have been cleared.

STUDENT ACCESSIBILITY SERVICES

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is: <http://sas.mcmaster.ca>

POTENTIAL MODIFICATIONS TO THE COURSE

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites **daily** during the term and to note any changes.

RESEARCH USING HUMAN SUBJECTS

Research involving human participants is premised on a fundamental moral commitment to advancing human welfare, knowledge, and understanding. As a research intensive institution, McMaster University shares this commitment in its promotion of responsible research. The fundamental imperative of research involving human participation is respect for human dignity

and well-being. To this end, the University endorses the ethical principles cited in the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans:

<http://www.pre.ethics.gc.ca>

McMaster University has mandated its Research Ethics Boards to ensure that all research investigations involving human participants are in compliance with the Tri-Council Policy Statement. The University is committed, through its Research Ethics Boards, to assisting the research community in identifying and addressing ethical issues inherent in research, recognizing that all members of the University share a commitment to maintaining the highest possible standards in research involving humans.

If you are conducting original research, it is vital that you behave in an ethical manner. For example, everyone you speak to must be made aware of your reasons for eliciting their responses and consent to providing information. Furthermore, you must ensure everyone understands that participation is entirely voluntary. Please refer to the following website for more information about McMaster University's research ethics guidelines: <http://reo.mcmaster.ca/>

Organizations that you are working with are likely to prefer that some information be treated as confidential. Ensure that you clarify the status of all information that you receive from your client. You **MUST** respect this request and cannot present this information in class or communicate it in any form, nor can you discuss it outside your group. Furthermore, you must continue to respect this confidentiality even after the course is over.

Note that you are required to submit ethics application material to the McMaster Research Ethics Board committee that reviews student projects. These documents include your survey items, letter of information/consent and a description of incentives as well as withdrawal procedures. I will be submitting these on your behalf.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your registration and continuous participation (e.g. on A2L, in the classroom, etc.) to the various learning activities of C741/M722 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

**Business C741/M722
Health Care Marketing
Winter 2020 Course Schedule**

NOTE: Schedule subject to change during the term if needed

Note that we may have the opportunity to attend Hamilton Food Literacy Network meetings/events. I realize that not everyone will be able to attend; those who can attend will need to complete a waiver for off-campus travel.

Week	Date	Topics	Preparation
1	Jan 8, 9	<ul style="list-style-type: none"> Go over course outline and general project description Get to know each other Introduction to Health Care Marketing Social Marketing Healthy Eating example 	<ul style="list-style-type: none"> Avenue PPT Read article on Avenue re: Social Marketing
2	Jan 15, 16	<ul style="list-style-type: none"> Guest speaker(s) from the City of Hamilton Public Health Services Marketing Strategy Segmentation 	<ul style="list-style-type: none"> Avenue PPT Choose team members
	Jan 17	<ul style="list-style-type: none"> Add/drop day 	
3	Jan 22, 23	<ul style="list-style-type: none"> Guest Speaker McMaster Library Consumer Behavior Case: Yogurt Mamas Part 1 	<ul style="list-style-type: none"> Avenue PPT
4	Jan 29, 30	<ul style="list-style-type: none"> Consumer Behavior, continued Case: Canadian Blood Services 	<ul style="list-style-type: none"> Avenue PPT Stop, Start, Continue
5	Feb 5, 6	<ul style="list-style-type: none"> Go over Stop, Start, Continue Consumer Behavior, continued Case: Himalaya Herbal Toothpaste Short Case Assignment 1 due 	<ul style="list-style-type: none"> Avenue PPT

6	Feb 12, 13	<ul style="list-style-type: none"> • Product Strategy • Marketing Research and Ethical Issues • Workshop on quantitative data collection and using SPSS 	<ul style="list-style-type: none"> • Avenue PPT
	Feb 19, 20	Midterm Recess no class	Enjoy!
7	Feb 26, 27	<ul style="list-style-type: none"> • Promotion Strategy • Communication Strategy • Group Project Component 1 due (Secondary research re: food literacy event promotion) 	<ul style="list-style-type: none"> • Avenue PPT
8	Mar 4, 5	<ul style="list-style-type: none"> • Communication Strategy, continued • Case: Metabical • Guest Speaker Jared Lenover Marketing and Communication Strategist DeGroote • Group Project Component 2 due (BAO descriptions) • Class time for working on data collection instruments 	<ul style="list-style-type: none"> • Avenue PPT
9	Mar 11, 12	<ul style="list-style-type: none"> • Pricing • Case: Yogurt Mamas Part 2 • Group project component 3 due (survey data collection items) 	<ul style="list-style-type: none"> • Avenue PPT • Read article on Avenue re: Obamacare
10	Mar 18, 19	<ul style="list-style-type: none"> • Distribution (Place) • Creating single survey for data collection 	<ul style="list-style-type: none"> • Avenue PPT
11	Mar 25, 26	<ul style="list-style-type: none"> • Controlling and Monitoring • Class time for working on project • Short Answer Assignment 2 due 	<ul style="list-style-type: none"> • Avenue PPT
12	Apr 1, 2	<ul style="list-style-type: none"> • Course Evaluations • Case: Access Health • Class time for working on project 	
13	Apr 8, 9	<p>Final Class: Presentations and Project due</p> <p>NB! April class for Global Health students in C741 on the main campus will be held in BSB B155. We cannot have our regular classroom because it has been booked for undergraduate exam purposes.</p>	