

**Commerce 4CA3
Managing and Promoting Health and Healthcare Services
2021 Course Outline**

**Health Policy and Management Area
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.

INSTRUCTOR AND CONTACT INFORMATION

Katia Harvie

Instructor

harvie.katia@gmail.com

Virtual Class: Monday 11:30 – 2:30

Zoom Links posted on Avenue.

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	Guest Speaker(s):	Yes

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. 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.
- Gain working knowledge of current methods and tools used by marketers in the healthcare space.

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. Readings, videos, cases studies will be posted on Avenue weekly, in lieu of an assigned textbook.

If it has been a while since you have taken the introductory marketing principles course, you may want to 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.

Avenue Website

On this site you will find:

- PowerPoint lecture notes. If copyright restrictions apply to an image that I am using in class, I am unable to post it on Avenue. If any video used in class is too large to embed in the PPT deck, I will post YouTube links.
- In-class case applications and articles of interest;
- Information on the Consulting Project and its components;
- Short case assignments 1 and 2 including instructions for completing these assignments;
- One sample case assignment and its marking scheme;
- Course documents such as this outline and amendments to the course schedule;
- Discussion prompts and forums, which will count towards your participation grade;
- Information on our guest speakers and their presentations.

EVALUATION

Learning in this course is achieved through lectures (including guest speakers), in-class and Avenue based discussion, out-of-class reading, case assignments, open topic presentation 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	Written (Paired)	20%
Short Case Assignment 2	Written (Individual)	20%
Participation	Individual	10%
Open Topic Presentation and Discussion	Presentation (Group)	15%
Interim Consulting Project Report	Written (Team)	10%
Final Consulting Project and Presentation	Written + Presentation (Team)	25%
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	LETTER GRADE	PERCENT
A+	90 - 100	C+	67 - 69
A	85 - 89	C	63 - 66
A-	80 - 84	C-	60 - 62
B+	77 - 79	D+	57 - 59
B	73 - 76	D	53 - 56
B-	70 - 72	D-	50 - 52
		F	00 - 49

Communication and Feedback

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 may conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

Short Case Assignments (20% each)

The first assignment will be completed in pairs and signup for partners will begin in Week 2. The second assignment will be completed individually. These cases deal with food literacy topics and include questions that require the application of marketing theory. Completed assignments are to be submitted to the Avenue DropBox on the dates indicated on the course schedule. Please only submit one assignment per partner team for Assignment 1. Late submissions will be accepted by email but will be subject to a 20% per day grade deduction. Students who use an MSAF for an assignment will receive a one-week extension.

Participation (10%)

Since student involvement is an important component of this course, you will have the following opportunities to gain these grades:

1. **In-class participation** in polls, discussions, answering and asking questions, sharing experiences. Please ensure you have your full name as your username on Zoom.
2. **Weekly Discussions on Avenue**, which will be posted weekly, and close before class. These will be based on specific thought pieces I will be posting weekly.
3. **Open Topic Presentation**. When your team presents the open topic talk and lead class discussion, every student in the group received full participation marks for that week.

Open Topic Presentation and Discussion (15%)

This is your team's opportunity to teach the class about a topic you are passionate about! In your groups, create a 10-15 min. presentation on ANY topic around healthcare marketing. It can be a unique campaign that you want to share, a trend that is gaining momentum in this space, or even a new avenue that is being used by marketers in healthcare.

The only two requirements are:

1. You must relate your content back to at least one theme from the course (e.g. Market segmentation)
2. Your team prepares 5-6 (1 per group member) discussion prompts for the class. You can either include these engagement activities in your presentation or lead a conversation after you present.

Healthcare Marketing Consulting Project (35%)

You should organize yourselves into teams of five or six, depending on enrollment. Each team will be acting as marketing consultants to a healthcare company of your choice. Specifically, you will be conducting both secondary and primary research that will lead to a marketing plan to help them reach their goals. Please see the Project Description in the Project Files folder for a more complete description and note that the project has been divided into two phases: interim report and final report/presentation that are deliverable throughout the term. This schedule will facilitate your time management and will allow me to provide timely feedback.

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.

Group members will receive the same grades unless your team members submit a peer evaluation that showcases an issue. Peer evaluation forms will be posted on Avenue and do not need to be submitted if there are no issues in work distribution among the members. Note that if you want an extension on a project component, ALL group members must submit an MSAF. If a group member needs to use an MSAF for the final project submission and presentation, it will be up to the group to decide if that person has done enough work beforehand to deserve the group grade.

Written Deliverables

Unless otherwise directed, all hand-in assignments are expected to be in the best business standard. Double-spaced, 1" margins all around, 12 point font in Times New Roman. For citation follows the APA style .

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 individual work;
3. Copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to; www.mcmaster.ca/academicintegrity.

ONLINE COURSE COMPONENTS

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.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

Students may request relief from a regularly scheduled midterm, test, assignment or other course components. Please refer to the policy and procedure on the DeGroot website at the link below; <http://ug.degroot.mcmaster.ca/forms-and-resources/misled-course-work-policy/>

STUDENT ACCESSIBILITY SERVICES

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca.

For further information, consult McMaster University's Policy for Academic Accommodation of Students with Disabilities:

<http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf>

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request, including the dates/times needing to be accommodated and the courses which will be impacted, to their Faculty Office normally within 10 days of the beginning of term or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

POTENTIAL MODIFICATION TO THE COURSE

The instructor reserves the right to modify elements of the course during the term. There may be changes to 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. For 4CA3, it is the responsibility of the student to check their McMaster email and course websites **DAILY** during the term and to note any changes.

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 4CA3 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.

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.

COURSE SCHEDULE

**Commerce 4CA3
Managing and Promoting Health and Healthcare Services
Winter 2021 Course Schedule**

NOTE: Schedule subject to change during the term if needed

We will have guest speakers joining us throughout the term from organizations such as CAMH, Apex Media, TELUS Health, Guelph Public Health, and more. I will be posting their confirmed attendance dates on Avenue during Week 2.

Week	Date	Topics	Preparation
1	Jan 11	<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 	<ul style="list-style-type: none"> Avenue + PPT Read article on Avenue re: Social Marketing Complete Survey on Avenue Introduce yourself (Avenue Discussion board)
2	Jan 18	<ul style="list-style-type: none"> Marketing Strategy Segmentation Case application 1 (on Avenue) 	<ul style="list-style-type: none"> Avenue + PPT Choose team members (groups of 5 or 6) Sign up for Assignment 1 (paired)
	Jan 19	Course Drop/Add Deadline	
3	Jan 25	<ul style="list-style-type: none"> Guest Speaker Consumer Behavior Case Application 2 (on Avenue) 	<ul style="list-style-type: none"> Avenue + PPT
4	Feb 1	<ul style="list-style-type: none"> Guest Speaker Consumer Behavior, continued Case Application 3 (on Avenue) 	<ul style="list-style-type: none"> Avenue + PPT Stop, Start, Continue
5	Feb 8	<ul style="list-style-type: none"> Go over Stop, Start, Continue Consumer Behavior, continued Case Application 4 (on Avenue) Short Case Assignment 1 due 11:59 pm 	<ul style="list-style-type: none"> Avenue + PPT

	Feb 15	Mid-Term Recess – No Class	Enjoy!
6	Feb 22	<ul style="list-style-type: none"> • Product Strategy • Marketing Research and Ethical Issues • Case Application 5 (on Avenue) <p>Interim Report due 11:59 pm</p>	<ul style="list-style-type: none"> • Avenue + PPT
7	Mar 1	<ul style="list-style-type: none"> • Promotion Strategy • Communication Strategy • Case Application 6 (on Avenue) 	<ul style="list-style-type: none"> • Avenue + PPT
8	Mar 8	<ul style="list-style-type: none"> • Guest Speaker • Communication Strategy Continue 	<ul style="list-style-type: none"> • Avenue + PPT
9	Mar 15	<ul style="list-style-type: none"> • Guest Speaker • Pricing • Creating single survey for data collection 	<ul style="list-style-type: none"> • Avenue + PPT
10	Mar 22	<ul style="list-style-type: none"> • Distribution (Place) • Case Application 7 (on Avenue) • Short Answer Assignment 2 due 11:59 pm 	<ul style="list-style-type: none"> • Avenue + PPT
11	Mar 29	<ul style="list-style-type: none"> • Controlling and Monitoring • Course evaluations • Additional time for team work 	<ul style="list-style-type: none"> • Avenue + PPT
12	Apr 5	<ul style="list-style-type: none"> • Final Class: Presentations and Final Consulting Report due 	