FAU

FLORIDA ATLANTIC UNIVERSITY

NEW COURSE PROPOSAL
Undergraduate Programs

Department Marketing

College Business
(To obtain a course number, contact erudolph@fau.edu)

UUPC Approval 10/7/24
UFS Approval _____
SCNS Submittal _____
Confirmed : _____
Banner Posted _____
Catalog _____

Prefix **MAR**	*(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)*	**Type of Course**	**Course Title**
Number 4712	**Lab** **Code**	Lecture	Healthcare Marketing

Credits *(See Definition of a Credit Hour)* 3	**Grading** *(Select One Option)* Regular ◉ Sat/UnSat ○	**Course Description** *(Syllabus must be attached; see Template and Guidelines)* This course provides an in-depth examination of marketing principles as they apply to the healthcare industry. Students will explore the unique challenges and opportunities associated with marketing healthcare products and services. Topics will include market segmentation, consumer behavior, branding, digital marketing, and ethical considerations in healthcare marketing. The course integrates both theoretical frameworks and practical applications, with a focus on real-world case studies and industry best practices.
Effective Date *(TERM & YEAR)* **Sum 2025**		

Prerequisites, with minimum grade* MAR 3023 with "C" or better	**Corequisites**	**Registration Controls** *(Major, College, Level)* College of Business, Junior or above

Default minimum passing grade is D-. Prereqs., Coreqs, & Reg. Controls are enforced for all sections of course

WAC/Gordon Rule Course ☐ Yes ☑ No WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines.	**Intellectual Foundations Program (General Education) Requirement** *(Select One Option)* None General Education criteria must be indicated in the syllabus and approval attached to the proposal. See Intellectual Foundations Guidelines.

Minimum qualifications to teach course
Masters degree in Marketing or a related area.

Faculty Contact/Email/Phone Hong Yuan yuanh@fau.edu 7-3036	**List/Attach comments from departments affected by new course** Letter from Health Administration program director

Approved by		***Date***
Department Chair	*[signature]*	9/11/2024
College Curriculum Chair	*[signature]*	9/23/24
College Dean	*[signature]*	4-26-24
UUPC Chair	*Korey Sorge*	10/7/24
Undergraduate Studies Dean	*Dan Meeroff*	10/7/24
UFS President		
Provost		

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

HEALTHCARE MARKETING
MAR 4712

SAMPLE SYLLABUS FOR
NEW COURSE PROPOSAL

FLORIDA ATLANTIC UNIVERSITY
COLLEGE OF BUSINESS

Instructor:

Instructor: Dr. Nihat Ahmed
Office: Schmidt Family Complex, Building SF 107
Email: ahmedn2019@fau.edu
Office hours: By Appointment

Course Description

This course provides an in-depth examination of marketing principles as they apply specifically to the healthcare industry. Students will explore the unique challenges and opportunities associated with marketing healthcare products and services. Topics will include market segmentation, consumer behavior, branding, digital marketing, and ethical considerations in healthcare marketing. The course integrates both theoretical frameworks and practical applications, with a focus on real-world case studies and industry best practices.

Instructional Method

This is an in-person course that uses the following methods to facilitate learning: PowerPoint presentations in class; discussions of popular-press texts; in-class assignments and discussions; individual and group projects; and exams.

Required Texts/Readings

- **Primary Textbook:** *Healthcare Marketing: A Practitioner's Guide* by John L. Fortenberry Jr. (3rd Edition). ISBN: 9781284094312.
- **Supplemental Readings:** Additional articles and case studies will be provided on the course's Canvas site.

Pre-requisites/Co-requisites

- MAR 3023 with a C or better

Course Objectives/Student Learning Outcomes

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

1. Understand the fundamentals of healthcare marketing and how they differ from general marketing principles.
2. Analyze market segmentation, targeting, and positioning strategies within the healthcare industry.
3. Develop comprehensive marketing plans for healthcare products and services.
4. Evaluate consumer behavior and decision-making processes in healthcare.
5. Apply digital marketing tools and strategies to healthcare marketing campaigns.
6. Address ethical and regulatory issues unique to healthcare marketing.
7. Gain practical experience through case studies and projects that simulate real-world healthcare marketing challenges.

Course Evaluation Method

Your final grade will be determined by the following components:

Participation & Attendance	10
Market Research Project	10
Marketing ROI Excel Project	10
In-Class Mock Sales Scenarios	15
Individual Healthcare Marketing Sales Pitch	15
Group Project: Advanced Sales Strategy	20
FINAL Exam	20
Total	**100**

Course Grading Scale

Percentage	Grade	Percentage	Grade
92.45 and higher	A	69.45 through 76.44	C
89.45 through 92.44	A-	66.45 through 69.44	C-
86.45 through 89.44	B+	62.45 through 66.44	D+
82.45 through 86.44	B	59.45 through 62.44	D
79.45 through 82.44	B-	59.44 and below	F

Minimum grade to pass this course: C

Policy on Makeup Tests, Late Work, and Incompletes

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligations, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absence and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence. Documentation will be required within 1 week of the missed exam.

Class Project

Team Meetings
All teams will need to meet regularly to complete this project. Remember to plan carefully prior to each meeting (select a facilitator, plan and determine an agenda). At the end of each meeting, it is a good idea to recap to ensure that everyone is clear on the action steps he or she needs to take.

Additional Course Policies

Missing Exams

No assessments may be taken late or turned in late *except* as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

Late Assignments

No assignments or projects may be taken late or turned in late *except* as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

Etiquette and Netiquette Policy

Electronic Devices: The use of laptop computers and tablets in class is permitted solely in support of learning activities – taking notes, for example. Students may not use instant messenger, write emails, chat, etc. or do anything other than taking notes with a laptop computer. These other activities are bothersome to those fully engaged in the learning process.

Cell phones, PDAs, and other electronic devices capable of communicating outside the classroom *must* be turned off while class is in session. Please do not put them on vibrate and check them during class. Turn them off and place them out of view during the entire class session.

The professor respects each individual to share his or her opinion when speaking in class and asks the same respect to have an uninterrupted class exempt from disturbances these electronic devices may cause.

These devices disturb your classmates far more than you may imagine. When guest speakers are presenting, *all* electronic devices must be turned off out of respect for the speaker.

Students who use their laptop computers for anything other than taking notes will be asked to leave class immediately. A second offense will result in a recorded, failing grade of F in the course.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

Email Account Requirements

FAU students sometimes have problems if they have their FAU emails forwarded to their personal account on another Internet Service Provider (ISP).
As a student in this course, you are **required** to utilize your FAU email address for all correspondence.
All electronic mail correspondence from the professor will be sent to the FAU email address you have on file. Please make sure this address is functioning and able to accept incoming emails.

Attendance Policy

Attendance is NOT required for this class. However, it is the student's responsibility to watch the recorded lectures since material in those lectures will be on your exams.

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Course Topical Outline

Week	Topic	Assignments
Week 1	Introduction to Healthcare Marketing	Syllabus Review, Introduction to Key Concepts
Week 2	The Healthcare Market Landscape	Market Segmentation in Healthcare
Week 3	Consumer Behavior in Healthcare	Case Study: Patient Decision-Making Processes
Week 4	Branding and Positioning in Healthcare	Mock Sales Scenarios (Group Work)
Week 5	Digital Marketing in Healthcare	In-class Online Campaign Development
Week 6	Ethics and Regulatory Issues in Healthcare Marketing	In-class Ethical Case Analysis
Week 7	Market Research Methods in Healthcare	
Week 8	Data-Driven Decision Making in Healthcare	Marketing ROI Excel Project
Week 9	Presentations	Individual Sales Pitches
Week 10	Integrated Marketing Communications in Healthcare	
Week 11	Strategic Planning and Implementation	
Week 12	Healthcare Marketing Across Global Markets	Market Research
Week 13	Emerging Trends in Healthcare Marketing	
Week 14	Group Presentations: Sales Strategy Development	Group Project Presentations
Week 15	Recap and Review	
Week 16	Final Exam	Final Exam

Assignment Details

Market Research Project (10%)

Assignment Overview:

This assignment requires students to conduct primary market research focused specifically on the healthcare sector. Students will utilize an online form provided by the instructor to gather real-time data directly from healthcare consumers, providers, or related businesses. The purpose of this assignment is to develop practical skills in conducting market research within the healthcare industry, where understanding consumer behavior, market trends, and competitive landscapes is critical. By engaging with this assignment, students will gain hands-on experience in data collection, analysis, and interpretation, enabling them to make informed marketing decisions that are tailored to the unique dynamics of the healthcare market.

Project Requirements:

Students will begin by selecting a healthcare product, service, or market segment to research. This topic must align with the course material and be approved by the instructor. Using a standardized online form, students will customize their surveys with additional questions that deepen the research focus. They are required to collect data from a minimum number of respondents, ensuring a diverse and representative sample. After collecting the data, students will analyze the results using statistical tools and visual aids provided by the instructor. The final deliverable will be a one-page written report that presents the key findings, discusses their implications for healthcare marketing strategies, and offers actionable recommendations based on the research. Grading will be based on the quality and relevance of the data collected, the depth of analysis, and the clarity and professionalism of the report.

Marketing ROI Excel Project (10%)

Assignment Overview:

The Marketing Budget Project is designed to give students hands-on experience in developing and managing a marketing budget specifically within the healthcare sector. Students will use an Excel template provided by the instructor to allocate a hypothetical marketing budget across various digital and traditional marketing platforms. This assignment will help students understand how to strategically allocate resources to maximize return on investment (ROI) while considering the unique challenges and regulations in healthcare marketing. The project will involve analyzing different marketing channels, forecasting sales, and making data-driven decisions to optimize budget allocation.

Project Requirements:

Students will start by selecting a healthcare product or service, either from the real world or created for the purposes of this project. Using the provided Excel sheet, they will allocate their marketing budget across channels such as Social Media Advertising, Search Engine Advertising, Influencer Collaborations, Email Marketing, Content Marketing, and Traditional Media. For each platform, students will input numbers to project sales based on estimated impressions, clicks, or other visibility metrics, and calculate the expected ROI. The final deliverable will include a detailed breakdown of the budget, sales projections, ROI calculations, and strategic recommendations for optimizing the marketing spend. Evaluation will be based on the accuracy and logic of the budget allocations and the strategic insights derived from the analysis.

In-Class Mock Sales Scenarios (15%)
Assignment Overview:
In this interactive assignment, students will engage in role-play scenarios that simulate real-world sales interactions within the healthcare industry. Each group will be assigned a specific healthcare sales scenario, such as pitching a new medical device to a hospital purchasing committee, selling a pharmaceutical product to a healthcare provider, or negotiating a service contract with a healthcare organization. These scenarios are designed to challenge students to apply their sales techniques in a highly regulated and complex environment, where understanding the needs of both the customer and the patient is crucial.

Project Requirements:
During these in-class sessions, students will practice essential sales skills such as building rapport, identifying customer needs, presenting product benefits, handling objections, and closing the sale. The scenarios will reflect the unique challenges of healthcare sales, including the need to navigate ethical considerations, regulatory requirements, and the decision-making processes of various stakeholders. After each role-play, students will receive feedback from their peers and the instructor, focusing on the effectiveness of their sales approach, communication skills, and ability to adapt to the healthcare context. This exercise aims to prepare students for real-world healthcare sales roles by providing a safe environment to refine their techniques and strategies.

Individual Healthcare Marketing Sales Pitch (15%)
Assignment Overview:
In this assignment, each student will develop and deliver a sales pitch for a healthcare product or service of their choice. The objective is to simulate a real-world sales presentation where students must effectively communicate the value proposition of their selected product or service to potential clients, such as healthcare providers, insurance companies, or hospital administrators. This assignment is designed to hone students' persuasive communication skills, with a particular focus on the complexities and nuances of selling within the healthcare industry.

Project Requirements:
Students will begin by selecting a healthcare product or service, either real or hypothetical, and thoroughly researching its features, benefits, target market, and competitive landscape. They will then craft a compelling sales pitch that highlights the product's unique value, addresses potential objections, and emphasizes how it meets the specific needs of the healthcare sector. The pitch should be tailored to the audience, considering factors such as regulatory constraints, ethical considerations, and the decision-making process within healthcare organizations. Each student will present their pitch to the class, receiving feedback on their delivery, content, and ability to persuade within the context of healthcare marketing.

Group Project: Sales Strategy Development (20%)
Development of a Comprehensive Healthcare Marketing Campaign

Overview:
Groups are tasked with creating a full-scale marketing campaign for a **new** (new product, startup etc.) **or existing** healthcare product or service. This project includes market research, branding, digital marketing strategy, and campaign execution planning.

Key Components:
- Market research to identify target audiences and key market trends.
- Branding strategy, including logo, messaging, and value proposition.
- Digital marketing plan encompassing social media, email, and content marketing.
- Budget allocation and ROI projection.
- Ethical considerations and compliance with healthcare regulations.
- A final presentation and report detailing the campaign strategy and expected outcomes.

Final Exam (20%)

The final exam for this Healthcare Marketing course is designed to comprehensively assess students' understanding and application of the key concepts covered throughout the semester. The exam will test students' knowledge of healthcare marketing principles, including market segmentation, consumer behavior, branding, digital marketing strategies, and the ethical and regulatory considerations unique to the healthcare industry.

The exam will consist of a combination of multiple-choice questions, short-answer questions, and essay-style questions. These will evaluate students' ability to recall and apply theoretical knowledge, analyze case studies, and develop strategic solutions to real-world healthcare marketing challenges. The essay questions will require students to synthesize course content and demonstrate their ability to think critically about complex marketing issues within the healthcare sector. The final exam is cumulative, covering all topics discussed during the course, and is intended to ensure that students have a solid foundation in healthcare marketing that they can build upon in their future careers.