**College of Administration & Economic**

**Department of Health Administration and Hospital**

**Subject Title**

**Strategic Planning and Marketing in Healthcare**

**4 Year – First Semester**

Karzan gaznaye

**Academic Year: 2021– 2022**

**Course Book**

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|  | Course Name | Strategic Planning and Marketing |
|  | **Course Code** |  |
|  | **Lecturer in Charge** | Karzan |
|  | **Department/College** | Department of Health Administration and Hospital |
|  | **Contact information** | **07507450000** |
|  | **Time(in hours) per week** | 6 |
|  | **Office Hours** | Sunday to Thursday (1 – 2:30pm) |
|  | **Teacher’s Academic Profile** | completed master degree in business administration from university of near east in Cyprus. Bachelors, business management, College of Administration and economic, chain UNV |
|  | **Keywords** | Strategy, Planning, Marketing |
|  | **Course Overview:**  This course offers an introduction to strategic planning and marketing in health services organizations. It focuses on organizational effectiveness and efficiency through strategic planning. Students will develop an understanding from a healthcare perspective of the strategic planning process and marketing. Topics explored includes but are not limited to: importance of strategic planning in healthcare, internal and external environmental assessment, marketing healthcare services, strategy formulation, implementation, and long-term control. | |
|  | **Course Objective:**  The Hospital industry today is considerably different and more complex than it was in the previous years. Both the challenges and opportunities facing by them of all sizes today are greater than ever. Hospitals are required to continuously find better ways to satisfy and compete in the rapidly changing global business environment. In this context, the course develops the strategic thinking and decision- making abilities of students, especially in relation to understanding the employability of various strategies in different situations. The marketing skills will also be enhanced. | |
|  | **Course Requirement:**  The Class will meet 6 Hours a Week. Students are expected to be in the class from the start of the lecture till the end. They are expected to adhere with the classroom etiquettes and contribute in the classroom discussion. All work that is assigned by the subject teacher must be completed within the due date. Any students experience difficulty in completing their work it is expected to speak to his/her subject teacher. | |
|  | **Forms of Teaching:**  3 Hours/Week, PPT, Case Study, White Board Teaching, Online, etc | |
|  | **Assessment Scheme:**  Midterm Examination 25 %  Course work and Assignments 15 %  Final Examination 60 % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total 100 % | |
|  | **Students Learning Outcome:**  At the end of this course, students will be able to:  Draw on economics to explain the nature of the firm and the problems of its management;  2. Analyze the problems faced by firms in their interaction with consumers and the market;  3. Evaluate strategies for successful selling of a product in a specific market situation   * Integrate within the context of Healthcare, the managers role in strategic planning and marketing. * Evaluate the steps associated with strategic planning in Healthcare, observing industry specific challenges. * Examine the steps associated with strategically marketing healthcare products and services. * Demonstrate proficiency and effectiveness in the communication of core public health principles and practices. * Demonstrate proficiency in problem solving, critical thinking, and public health leadership. | |
|  | **Course Reading List and References:**  **Books:**   * Berkowitz, E. (2017). *Essentials of Health Care Marketing*. (4th Ed.) Jones & Bartlett Learning. ISBN: 978-0763783334 * Cellucci. L. W., Wiggins, C., Farnsworth, T. J. (2014). *Healthcare marketing: A case study approach.* Chicago, IL: Health Administration Press. * Coppola, Nicholas, M., Ledlow, Gerald, R. *Leadership for Health professional* (2nd Edition). Jones & Bartlett Learning. ISBN – 10: 1284026884 | |
|  | **The Topics:**  **Lecture Schedule**   |  |  | | --- | --- | | Week | Topic | | 1 | Introduction to Strategic Planning. What is it?, Definition, What are the Benefits? | | 2 | Reasons from Strategic Planning, Types of Strategic Planning | | 3 | How do small business take strategic planning, Strategic Planning Process | | 4 | Strategic Analysis (SWOT Analysis) | | 5 | Strategic Planning Tools and Techniques | | 6 | Components of Strategic Plan, Goal setting process, Goals to strategies | | 7 | [Difference between Policy, Strategy and Tactic](http://www.rcw.raifoundation.org/management/mba/strategicmanagement/lecture-notes/lecture-03.pdf)s | | 8 | Establishing strategic evaluation & control, Strategic role of Hospital Administrator | | 9 | **MID TERM** | | 10 | Introduction, Meaning of Marketing, Marketing Strategy, | | 11 | Marketing Mix | | 12 | PLC, New product development process | | 13 | Marketing of services, Customer relationship management (CRM) | | 14 | Presentation by the Students in Groups | | 15 | **Class Room Exercise:**  Discussion with Individual/Groups, Doubts Clearing Session and Assignments Submission | | 16 | **FINAL EXAMINATION** | | |
|  | **Examinations:**   1. **Compositional:**   In this type, the questions usually start with explain (How…? What …? /Why…?). Students have to answer it.   1. **Multiple Choices:**   In this type of exam there will be a number of phrases next or below a statement, students will match the correct phrase or option.   1. **Fill in the blank:**   Students have to fill the space provided with the correct answer. | |
|  | **Extra notes:**  Continuous assessment of the students will be undertaken. Will arrange few doubt clearing sessions for better understanding of the subject. Read outs/Study Material will be provided to them. New Ideas will be welcome. Feedback from the students will also be taken for improving teaching. | |