

TOROS ÜNİVERSİTESİ

Faculty Of Health Sciences

Course Information

MARKETING IN HEALTHCARE INSTITUTIONS					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
SKY435	Fall	2	0	2	4

Prerequisites and co-requisites	None
Language of instruction	Turkish
Type	Required
Level of Course	Bachelor's
Lecturer	Assist.Prof.Dr. Nazmiye Ülkü PEKKAN
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	The aim of the course is to promote Marketing practices in the health sector, to inform implicated and familiarized marketing implications for health sectors, about what are marketing strategies and how will they implement.
Contents of the Course	Marketing concept, the marketing of services and health services, health services, features, health care delivery models, target market, the health of consumer behavior, marketing research in health services, distribution channels, pricing in health care

Learning Outcomes of Course

#	Learning Outcomes
1	Explain about basic concepts of marketing
2	Explain the concepts of service and health care
3	Explain the concept of health care marketing
4	Explain the health care marketing policy
5	Explain the Consumer Behavior
6	Explain the marketing problems faced in Health Institutions

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Introduction in Marketing	Lecture, discussion, presentation
2	Development of Health Services Marketing	Lecture, discussion, presentation
3	Characteristics of Services,Development of the Service Sector and Characteristics of Health Care	Lecture, discussion, presentation
4	Consumer Behavior in Health Care	Lecture, discussion, presentation
5	Marketing Information Systems and Marketing Research	Lecture, discussion, presentation
6	Market Segmentation ,Target Market Selection, Market Positioning and Growth Strategies	Lecture, discussion, presentation
7	Strategic Marketing Planning	Lecture, discussion, presentation
8	Mid-term Exam	
9	Product and Product Development Strategies	Lecture, discussion, presentation
10	Price and Pricing Strategies	Lecture, discussion, presentation

11	Promotion and Politics of Promotion	Lecture, discussion, presentation
12	Place and Channels of Place	Lecture, discussion, presentation
13	New Approaches in Health Care Marketing-I	Lecture, discussion, presentation
14	New Approaches in Health Care Marketing-II	Lecture, discussion, presentation
15	General Evaluation	Lecture, discussion, presentation
16	Final Exam	

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Tengilimoğlu, D., Sağlık Hizmetleri Pazarlaması, Siyasal Kitabevi, 2011		
2	Philip Kotler, Soru ve Cevaplarla Günümüzde Pazarlamanın Temelleri, Acar Matbaacılık, Ocak 2006, İstanbul. (Çev. Ümit Şensoy)		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Explain about basic concepts of marketing	10,14	1,2
2	Explain the concepts of service and health care	10,14	1,2
3	Explain the concept of health care marketing	11,14	1,2
4	Explain the health care marketing policy	10,14	1,2
5	Explain the Consumer Behavior	10,14	1,2
6	Explain the marketing problems faced in Health Institutions	10,14	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	2	28
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	16	16
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0

13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	22	22
16	Final Exam	1	1	1
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