

# 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           |

|   |  |
|---|--|
| <b>Prerequisites and co-requisites</b>      | None   |
| <b>Language of instruction</b>              | Turkish  |
| <b>Type</b>                                 | Required   |
| <b>Level of Course</b>                      | Bachelor's   |
| <b>Lecturer</b>                             | Assist.Prof.Dr. Aydan KAYSERİLİ  |
| <b>Mode of Delivery</b>                     | Face to Face   |
| <b>Suggested Subject</b>                    | None   |
| <b>Professional practise ( internship )</b> | None   |
| <b>Objectives of the Course</b>             | 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.                                |
| <b>Contents of the Course</b>               | 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          |
|    |                            |   |    | <b>110</b> |