

**Marketing**  
**Course Number: 22:630:625**  
**Course Title: Healthcare Marketing**

## **COURSE DESCRIPTION**

The health care industry is one of the fastest growing industries owing to radical changes in both technology and business practices. It shares some common challenges with other industries where marketing is shifting toward more customer-centric and data driven. It also faces certain unique challenges that require a different perspective:

- This industry is subject to substantial ethical considerations and public-policy scrutiny.
- Decisions are made by multiple stakeholders, often with competing economic interests (e.g., doctors, pharmaceutical and insurance firms)
- Involves wide variation in levels of consumer (patients) knowledge and motivation, leading to considerable ethical conflicts (e.g., defensive medicine)
- This industry operates in a rapidly changing technological, social and political environment.

To address the above challenges, healthcare managers must be equipped with well-rounded marketing knowledge and practical marketing tools. This course seeks to broaden and deepen your knowledge by addressing both traditional marketing concepts and tools and the latest trends in data-driven marketing and digital/social media marketing and demonstrating how these sets of skills can help healthcare marketers gain significant competitive advantages.

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## **COURSE MATERIALS**

- Textbook (optional):  
Essentials of Healthcare, 4<sup>th</sup> edition, author: Eric Berkowitz, and ISBN-10: 1284094316
- Tableau visualization software (download link and license key will be posted on Canvas)
- Cases, datasets, readings and other course materials will be posted on Canvas every Monday
- Check Canvas (<https://canvas.rutgers.edu>) and your official Rutgers email account regularly

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## **LEARNING GOALS AND OBJECTIVES**

The goal of this course is to provide a fundamental understanding of marketing as well as practical marketing tools. The main objectives of this course are:

1. To provide you with the skills for systematic marketing problem analysis in healthcare context.
2. For you to gain “hands-on” experience with the essential marketing tools, such as marketing research, segmentation, position, marketing mix analysis, data visualization and basic analysis, digital and social media marketing. The emphasis of the course will be on the interpretation and application of the results for use in making real life marketing decisions, with less focus on the mathematical and statistical properties of the techniques used to produce these results.

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## ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## ATTENDANCE AND PREPARATION POLICY

I strongly encourage you to participate in discussions on Canvas. What you can learn from this course will be more than doubled if all of you share your relevant experiences and opinions.

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## EXAM DATES AND POLICIES

There are NO EXAMS!

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## GRADING POLICY

Course grades are determined as follows:

Your grade will be determined based on the following components. Detailed instructions will be posted on Canvas.

Individual assignments	50%
Group project (Marketing Plan)	40%
Discussion and class participation	10%

No extra credits will be offered throughout the course. The final grade will be based on the ranking of your total score in class. Following the department grading guidelines, I will implement the following grade distribution: A 20%, A- 30%, B+ 30%, B and below 20%.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. I will adjust grades only if I have made an error.

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## COURSE SCHEDULE

<i>Session</i>	<i>Topic</i>
1	Healthcare Marketing Overview
2	Marketing Process & Frameworks
3	Data/Metrics/Visualization in Tableau
4	Understand Consumer Heterogeneity: Segmentation
5	Understand Consumer Dynamics: loyalty/customer journey
6	Understand Competitors
7	Resources Optimization: Marketing Mix
8	Digital Marketing
9	Digital Marketing
10	Marketing Testing
11	Omni-channel Marketing
12	Other Marketing Mix
13	Course summary
14	<b>Group Project Final (detailed marketing plan)</b>

## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may

contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]