



THE UNIVERSITY OF ARIZONA

## Mel & Enid Zuckerman College of Public Health

### Mel and Enid Zuckerman College of Public Health University of Arizona

#### PHPM 558 Health Care Marketing

**Catalog Description:** This course provides an overview and applications of health care marketing theories and methods for health care and public health organizations. Graduate level requirements include a 20-page paper describing a marketing plan and the process used to complete it. (3 units)

#### Course Topics:

- Strategic Planning and Marketing in Health Care
- Mission and Vision Statements
- Stakeholder Identification
- Marketing Plan Outline
- Population Demographics
- SWOT Analysis
- Gap Analysis of NPO
- Branding Analysis and Web Analytics
- Organization Decision Making and Politics
- Identifying, Evaluating and Categorizing Organizational Problems
- Understanding Financial Activities in an NPO
- Digital Health and Viability for the Future
- Advertising and Promotion
- Social Media
- Access to Health Care

#### Course Objectives: During this course, students will:

- work in the capacity of interns with a Non-Profit Organization (NPO), utilizing the marketing tools developed throughout the course.
- develop a final marketing plan which will be presented to the NPO for use within the NPO's organization.

#### Learning Outcomes (Competencies Obtained): Upon completion of this course students will be able to:

1. Develop a Marketing Plan Outline incorporating the tools and knowledge acquired throughout the course.
2. Infuse health care marketing theories and practice methods for health care and public health organizations.
3. Evaluate fellow students identifying the sections they complete for the assignment and each other's weekly performance through a Weekly Peer Evaluation.
4. Use strategic planning tools and methodology in a variety of organizational environments.