

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE**

Faculty are required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Collegewide Curriculum Committee.

DEPT. SBMT **COURSE NO.** 1435

NUMBER OF CREDITS: 1

COURSE TITLE: **Marketing in Healthcare**

CATALOG DESCRIPTION This course will assist the student to become better acquainted the changing technology and new programs and services in healthcare.

AUDIENCE Business Owners, Employees, Entrepreneurs, Manager, Supervisors in Healthcare Facilities

FUFILLS MN TRANSFER CURRICULUM AREAS(S) (Leave blank if not applicable)

Area : by meeting the following competencies:

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PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: Student is a business owner, employee or entrepreneur or by special permission of the instructor.

LENGTH OF COURSE: 16 WEEKS

THIS COURSE IS USUALLY OFFERED:

Every other year Fall Spring Summer Undetermined

Four goals are emphasized in course at Minnesota West Community & Technical College:

- 1) **ACADEMIC CONTENT:** Read text.
- 2) **THINKING SKILLS:** Use critical-thinking techniques in marketing.
- 3) **COMMUNICATIONS SKILLS:** Communicate marketing aspects of a healthcare organization.
- 4) **HUMAN DIVERSITY:**

TOPICS TO BE COVERED: The main focus of this course is for the student to understand the evolution of healthcare advancements in technology and new programs and services designed to meet the need of the population.

LIST OF EXPECTED COURSE OUTCOMES:

1. Categorize healthcare organizations strengths and weaknesses.
2. Recognize healthcare organizations Threats and Opportunities.

3. Define marketing.
4. Describe the steps in marketing.
5. List the components involved in a well-planned marketing campaign.
6. Describe the major changes in consumer groups.
7. Define niche marketing.
8. Catalog various marketing channels.
9. Determine the rings of service for healthcare organizations.
10. Relate marketing to its return on investment.

LEARNING/TEACHING TECHNIQUES used in the course are:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Collaborative learning | <input checked="" type="checkbox"/> Problem Solving |
| <input checked="" type="checkbox"/> Student Presentation | <input checked="" type="checkbox"/> Interactive Lectures |
| <input checked="" type="checkbox"/> Creative Projects | <input checked="" type="checkbox"/> Individual Coaching |
| <input checked="" type="checkbox"/> Lecture | <input checked="" type="checkbox"/> Films/Videos/Slides |
| <input checked="" type="checkbox"/> Demonstrations | <input type="checkbox"/> Other (describe below) |
| <input checked="" type="checkbox"/> Lab | |

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Reading | <input checked="" type="checkbox"/> Tests | <input checked="" type="checkbox"/> Individual Projects |
| <input checked="" type="checkbox"/> Oral Presentations | <input checked="" type="checkbox"/> Worksheets | <input checked="" type="checkbox"/> Collaborative Projects |
| <input checked="" type="checkbox"/> Textbook Problems | <input checked="" type="checkbox"/> Papers | <input type="checkbox"/> Portfolio |
| <input checked="" type="checkbox"/> Group Problems | <input type="checkbox"/> Term Paper | |
| <input type="checkbox"/> Other | | |

EXPECTED STUDENT LEARNING OUTCOMES:

See expected course outcomes.

The information in this course outline is subject to revision

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.

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