Description: “Introduction to principles and methods in strategic planning and marketing services.”

Objectives: Upon completion of the course, students should be able to:
   a. understand and apply the basic concepts of marketing and strategic planning;
   b. understand and explain the role of marketing and strategic planning as a major management function critical to decision-making in health services;
   c. explicate the basic principles of exchange, and assumptions about competition, underlying marketing
   d. know basic primary and secondary sources of health care marketing information;
   e. apply these principles and sources through the development and formal presentation of a sequence of projects—e.g., a marketing plan, a marketing audit, a market research piece, or an environmental assessment for a specific product (service) of a specific company or agency.

Teaching team:
   Instructor: Professor Frederick Eisele, 114-H Henderson; e-mail: <fre1>
   Hours: T, R: 2:30 - 3:30 Wed: 11-12; and by appt.,
   Teaching assistant: Paige Powell, 255 So. Henderson; e-mail: <mpp4>
   Hours: Tues 2:30 - 3:30; Wed: 1 - 3; and by appt. Tel: 3-8130.
   Teaching intern: Ryan Blood, e-mail: <rtb136>

Approach to teaching and learning:
   This course builds on the core sequence, especially 101, 301, and 332. Lecture and discussion are supported by projects and quizzes. Team projects and meetings with local clients complement lecture and discussion. We value highly students taking responsibility for their own learning. Questioning is encouraged. The only ‘dumb’ questions are those you didn’t ask. The teaching team (prof, TA, TI) are resources for you to draw on—so use them.

Reading the *Wall Street Journal* is encouraged; 15 wk subscriptions will be available

**Policies:**

~ **Class Attendance**

Class attendance is important and required; absences will be noted and detract from your final grade. You should inform the instructor or graduate assistant by email if you must miss a class for reasons beyond your control (e.g., illness, family emergency, etc.)

*Lateness:* Class starts at the assigned hour, precisely; repeated lateness for class is unacceptable and will affect your grade. Late persons on quiz days will not be allowed to take (or retake) that particular quiz. Also, early departure from class sessions, w/o explanation, will affect your grade.

*Electronics, etc.:* Cell phones, pagers, laptops, radios, etc. may not be used while in this class.

~ **Communication**

Communication between students and the teaching team of instructor, graduate TA, and undergraduate teaching intern is important. Students are strongly encouraged to communicate regularly with members of this team. Outside of class, email is preferred, e.g., to set up a meeting.

You will need to check you email regularly (at least weekly) for syllabus updates and minor changes. If you use an email system other than PennState’s Eudora, (e.g., hotmail.com, or aol.com) be sure you have your messages forwarded from your Eudora account. We do not accept excuses such as “I didn’t see the email about that change.”

~ **Grading**

1. **Projects (50%)** will be a range of marketing tasks completed in teams of five, working as “consultants” with local clients; detailed instructions available by third week.

2. **Quizzes & Mid-term Exam (40%).** Approximately 6-10 quizzes (20%), given at the very beginning of sessions. These are multi-choice & some short essay question quizzes, based on text, chs. 1-10. Late arrivals may not take that day’s quiz; no quiz make-ups, no quizzes after 12th week. There will be a mid-term examination (20%), but, because of the projects, no final exam.

3. **Participation (10%)** is based on 1) observation of coherent, thoughtful comments & questions, responses to questions, as well as evidence of *listening* (e.g. acknowledging and building on others’ contributions); 2) peer evaluation of teamwork; and 3) attendance: no “pluses” for presence, but “minuses” for unexplained absences.

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<thead>
<tr>
<th>Grading scale</th>
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<tr>
<td>A = 3.68-4.00 = 96-100%;  A- = 3.34-3.67 = 91-95%;  B+ = 3.01-3.33 = 86-90;</td>
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<tr>
<td>B = 2.68-3.00 = 81-85;  B- = 2.34-2.67 = 76-80;  C+ = 2.01-2.33 = 71-75;</td>
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<tr>
<td>C = 1.68-2.00 = 66-70;  D = 1.34-1.67 = 61-65;  F = 0.00-1.33 = 0-60</td>
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~ **Theft:** Using others’ written words without attributing their source is a form of intellectual property theft (plagiarism), and is taken especially seriously in this course. Most published information belongs, in some sense, to someone. Using others’ words is usually acceptable, as long as it is acknowledged as theirs, by proper citation. *Plagiarism will be penalized heavily;* see HPA’s Statement on Academic Honesty, in Project Instructions. Also, read more on plagiarism at: [http://www.ma.psu.edu/~sjg9/eng202/202plagi.htm](http://www.ma.psu.edu/~sjg9/eng202/202plagi.htm), as defined by Penn State’s Department of English. A variation of plagiarism can occur in the team project, where members allow “free-
riding” team member to sign her/his name to the project, although they know that member did not do the work to which she/he claimed. Allowing this to happen not only “rewards” colleagues for stealing from you, it also puts you at risk for the charge of plagiarism.

**HPA Department’s Statement on Academic Integrity:**

Health care is a field that will challenge an individual’s personal and professional ethics and morals on a daily basis. From patient confidentiality to the balance between cost control and quality care, health professionals, health policy-makers, and health administrators face ethical dilemmas that must be handled in a responsible manner. This is an industry in which ethical compromises and shortcuts can simply have the worst consequences imaginable.

HPA takes its responsibility to develop high ethical principles in its students seriously. We try to emphasize questions and issues in class that help students see all the ethical, legal, and moral implications of their decisions.

We think that student ethical behavior in class and at the University reflects the way they will behave when confronted with ethical dilemmas in the workplace. As a consequence, we feel there is no room in this field for students who believe that it is acceptable to plagiarize, cheat, or otherwise violate standards of academic integrity at Penn State.

Penn State policy on Academic Integrity is clear. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabricating of information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. The HPA faculty expects students to comply with the spirit as well as the letter of all university, college and department ethical standards. Accordingly, it is the responsibility of each student to understand all ethical standards that apply to their work. Lack of knowledge of ethical standards will not excuse an ethical violation. We expect students to understand and respect these standards. Each faculty member can be asked to clarify how these standards apply to assignments in their classes.

Penalties for violations of academic freedom are left to the individual faculty member's discretion. However, under most circumstances, Department policy recommends penalizing academic dishonesty by assigning an "F" for the course and referring the student to the Office of Judicial Affairs for a disciplinary conference.

**Schedule**

(Preliminary, Weeks 1 - 8)

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<tr>
<th>Week/ Date</th>
<th>Session</th>
<th>Readings</th>
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<tr>
<td>I / 8-10 Jan</td>
<td>Welcome. Intro to syllabus, teaching team, syllabus and course overview. Meet one another. Lecture: What is marketing?</td>
<td>EHCM, ch 1</td>
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<tr>
<td>II / 15-17 Ja</td>
<td>Marketing strategy</td>
<td>EHCM, ch 2</td>
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<tr>
<td>III / 22-24 Ja</td>
<td>Environment of marketing strategy</td>
<td>ECHM, ch 3</td>
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<td>IV / 29-31 Ja</td>
<td>Buyer behavior</td>
<td>ECHM, ch 4</td>
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<td>V / 5-7 Feb</td>
<td>Marketing research</td>
<td>EHCM, ch 5</td>
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<td>VI / 12-14 Feb</td>
<td>Market segmentation</td>
<td>EHCM, ch 6</td>
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<td>VII / 19-21 Feb</td>
<td>Product strategy</td>
<td>EHCM, ch 7</td>
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<tr>
<td>VIII / 26-28 Feb</td>
<td>Price / 28th: Mid-term Exam-chs 1-8, lectures, etc.</td>
<td>EHCM, ch 8</td>
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<td>4-8 Mar</td>
<td>Spring break</td>
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*Project Instructions, Sample Projects, etc. to be provided at course web site*