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| ***CAG UNIVERSITY******Institute of Social Sciences***  |
| **Code** | **Course Name** | **Credits** | **ECTS** |
| SKY 530 | Marketing in healthcare institutions | 3 (3-0-3) | 5 |
| **Prerequisite Courses** | No |
| **Course Language** | Turkish | **Lesson Teaching Style** | Face |
| **Course Type / Level** | Year 1/Fall Semester |
| **Faculty Members** | **Title & Name Surname** | **Class Time** | **Meeting Hours** | **Communication** |
| **Course Coordinator** | Prof.Dr. Eda YASA ÖZELTÜRKAY | Monday 18.30-21.30 | Monday 16:00-18:00 | edayasa@cag.edu.tr |
| **Course Objectives** | The aim of the course is to explain the concept of marketing in health institutions and to convey the strategies that will provide competitive advantage to the students. |
| **Learning Outcomes** |  | **Upon successful completion of the course, a student will be able to:** | **Relations** |
| **Prog. Outputs** | **Net Contribution** |
| **1** | Learn the concepts of My Marketing | 10,8 | 5,4 |
| **2** | Discuss marketing management for healthcare organizations from a strategic point of view. | 10,6 | 5,4 |
| **3** | Learns total quality management in terms of the health sector. | 3,7,6 | 5,4,4 |
| **4** |  Defines the customer in terms of the health sector | 2,6,8 | 5,4,4 |
| **5** |  Learns strategies to create competitive advantage in the market. | 6,5,3 | 5,4,4 |
| **Course Content**: Definition of health services marketing, marketing and customer mixes, types of health services and institutions providing health services, types of markets and types of competition in different market structures, marketing-branding strategies and practices in health services. |
| **Course Descriptions:( Weekly Lesson Plan)** |
| **Week** | **Topic** | **Preparation** | **Learning Activities and Teaching Methods** |
| **1**  | Introduction and Introduction | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **2**  | Marketing and development of marketing in healthcare, marketing of services | Reading and Presentation from the Recommended Book | Presentation and Discussion |
|  **3**  | Consumer behavior | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **4**  | Strategic marketing planning | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **5**  | Product and product development strategies | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **6**  | Pricing strategies | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **7**  | Distribution and promotion strategies | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **8**  | Physical evidence and process management | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **9**  | Total quality management and customer satisfaction | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **10**  | New approaches in healthcare marketing | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **11**  | Marketing ethics | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **12**  | Branding | Reading and Presentation from the Recommended Book | Presentation and Discussion |
| **13**  | Project presentations | Presentations | Presentation and Discussion |
| **14**  | Project presentations | Presentations | Presentation and Discussion |
| **RESOURCES** |
| **Textbook** |  *Healthcare Marketing, 4. Printing, political bookstore Prof.DR. Dilaver Tengilimoglu* |
| **Lecture Notes** | Course presentations are shared through automation. |
| **Recommended Reading** | *HBR Türkiye, patient eyond borders www.saglik.gov.tr* |
| **Material Sharing** | Automation/Moodle |
| **MEASUREMENT and EVALUATION** |
| **Events** | **Number** | **Contribution** | **Notes**  |
| **Midterm Exam** | 1 | 50% |  |
| ***Success Rate of the Final*** | 1 | 50% |  |
| ***Project*** | 1 | 50% |  |
| **ECTS TABLE** |
| **Content** | **Number** | **Hour** | **Sum** |
| **Course Duration** | 14 | 3 | 42 |
| **Studying Outside the Classroom** | 14 | 6 | 84 |
| **Activities** | 3 | 10 | 30 |
| **Midterm Exam** | 1 | 30 | 30 |
| **Final Exam** | 1 | 40 | 40 |
| **Sum****Total / 30****ACT Credisi** | 226 |
|  =226/30=7,53 |
| 8 |
| **PAST ACHIEVEMENTS** |
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