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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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