Course Syllabus

Course Prefix / Number: HSA3990
Course Title: Strategic Planning and Marketing in Healthcare
Course Credit Hours: 3
Instructor Name and Contact Information:
Tristessa Osborne, tosborne@uwf.edu
Prerequisites or Co-Requisites:
  o Working knowledge of how to use personal computers, including knowledge of word-processing, spreadsheet packages and Internet searching.
  o Training (or interest) in a health care-related field at the Associate's or Bachelor's level.

Course Description
This course focuses on strategic management as it applies to health care organizations with special emphasis on strategic planning, analysis of the health services environment (both internal and external), marketing and implementation. Healthcare case studies are used to illustrate key concepts.

Course Goals
Upon completion of the course, students will be able to articulate elements central to the process of strategic management, including strategic thinking, strategic planning, marketing and managing momentum.

Topics
  o Nature of Strategic Management
  o General and Industry Environment Influences
  o Service Area Competitive Analysis
  o Internal Analysis and Competitive Advantages
  o Directional Strategies and Evaluation of Alternatives
  o The Meaning of Marketing
  o The Environment of Marketing Strategy and Market Research
  o Communicating the Strategy and Developing Action Plans

Student Learning Outcomes (SLOs)
  o Explain the nature of strategic management and identify the major environmental trends affecting health care organizations.
  o Describe the process of service area competitor analysis and identification of competitive advantages.
Examine the development and evaluation of directional strategies and strategic alternatives within each strategy type in the decision chain.

Summarize the meaning of marketing, the environment of marketing strategy and the market research process.

Demonstrate how strategies are translated into action plans including identification of barriers and contingency planning.

Texts / Materials

REQUIRED TEXTS:
Strategic Management of Health Care Organizations - 7th Edition by Linda E. Swayne, W. Jack Duncan, Peter M. Ginter

REQUIRED MATERIALS:
- Internet Access (broadband is recommended)
- Activated UWF ArgoNet E-mail Account
- eLearning Access

Grading / Evaluation

- **Online Discussion Forum Participation (30%)** - on all discussion forums you will be graded based on 1) your ability to significantly move the conversation forward with your own contribution; 2) your active response to posts from your classmates; 3) the use of proper APA style and formatting.
- **Dropbox: Case Studies / Projects (30%)** – case study analysis and special projects will be based on online content, supplemental handouts, and provided on-line resources.
- **Online Exams (35%)** – there will be 3 exams based on material presented; exam may include true/false, fill-in-the-blank, multiple choice, short answer, and essay questions.
- **Quizzes (5%)** – there will be 2 quizzes to prepare you for the course; one on Academic Integrity and the other on Case Analysis.

**Letter grades** will be assigned as follows:

- 90 - 100%: A
- 80 - 89%: B
- 70 - 79%: C
- 60 - 69%: D
- 59% or less: F

Attendance Policy

This course is totally online. It is unlikely that you will pass this course if you don't regularly login to the course.

Essays written as part of the discussions need to be written professionally and students are expected to discuss the content of essays as part of the discussion/participation grade.
Minimum Technical Skills and Special Technology Utilized by Students

This course is totally online. All instructional content and interaction takes place over the WWW. In addition to baseline word processing skills and sending/receiving email with attachments, students will be expected to search the internet and upload / download files. In addition, students may need one or more of the following plug-ins:

- Real Player: [http://www.real.com/realplayer/search](http://www.real.com/realplayer/search)
- eLearning's Accessibility Resource Guides for users: [http://www.desire2learn.com/access/resources/](http://www.desire2learn.com/access/resources/)

Expectations for Academic Conduct / Plagiarism Policy

Academic Conduct Policy: [Web Site](http://www.desire2learn.com/access/resources/) | [PDF Format](http://www.desire2learn.com/access/resources/)
Plagiarism Policy: [WORD Format](http://www.desire2learn.com/access/resources/) | UWF Library [Online Tutorial: Plagiarism](http://www.desire2learn.com/access/resources/)

Assistance for Students with Disabilities

The Student Disability Resource Center (SDRC) at the University of West Florida supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, such as time-limited exams, inaccessible web content, or the use of non-captioned videos and podcasts, please notify the instructor or the SDRC as soon as possible. You may contact the SDRC office by e-mail at sdrc@uwf.edu or by phone at (850) 474-2387. Appropriate academic accommodations will be determined based on the documented needs of the individual.

Accessibility Resources

- Follow this link for information on accessibility settings in eLearning.
- Follow this link for information on accessibility features in UWF’s Learning Management System (LMS), Desire2Learn.

TurnItIn

UWF maintains a university license agreement for an online text matching service called TurnItIn. At my discretion, I will use the TurnItIn service to determine the originality of student papers. If I submit your paper to TurnItIn, it will be stored in a TurnItIn database for as long as the service remains in existence. If you object to this storage of your paper:

1. You must let me know no later than two weeks after the start of this class.
2. I will utilize other services and techniques to evaluate your work for evidence of appropriate authorship practices.
Weather Emergency Information

In the case of severe weather or other emergency, the campus might be closed and classes cancelled. Official closures and delays are announced on the UWF website and broadcast on WUWF-FM.

- WUWF-FM (88.1MHz) is the official information source for the university. Any pertinent information regarding closings, cancellations, and the re-opening of campus will be broadcast.
- In the event that hurricane preparation procedures are initiated, the UWF Home Web Page and Argus will both provide current information regarding hurricane preparation procedures, the status of classes and the closing of the university.

Emergency plans for the University of West Florida related to weather or other emergencies are available on the following UWF web pages:

- Information about hurricane preparedness plans is available on the UWF web site: http://uwfemergency.org/hurricaneprep.cfm
- Information about other emergency procedures is available on the UWF web site: http://uwfemergency.org/