

College of Business
Management and Marketing
Marketing 4217
Health Care Marketing
Online Syllabus

Contact Information

Instructor: Dana Bailey
Email: baileyd@etsu.edu
Phone: 423-439-8003 or text 423-557-3016

Instructor Availability

The best way to contact me is to send an email to baileyd@etsu.edu
I check emails several times a day, every day of the week. I will respond to you as quickly as possible, but always within 24 hours. You are also welcome to call or text me in urgent matters. I will be happy to talk with you by phone, face- time, zoom or meet with you in person.

Online Course Information

This is entirely an online course and will be taught through D2L. The course is divided into 5 modules. The module for each week will be posted by Sunday 12 AM. We may have some zoom meetings to discuss cases, but I will email you in time for that.

Course Information

This course is 3 credit hours

Grading Scale:

190 – 200 points = A

180- 189 points = B

170-179 points = C

160-169 points = D

Below 160 points = F

There will be a total of 200 possible points. Each Module counts for 20 points

Also, possibly extra credit

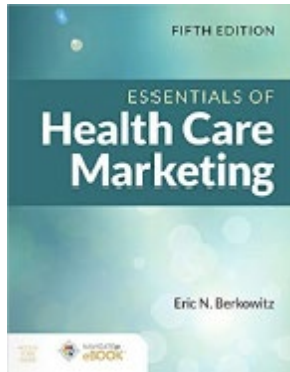
Class Goals

- To understand the concept of Health Care Marketing
- To learn about health care organizations and how they market their services
- To learn the demographics and how to target customers who utilize health care services
- To learn the components of health care advertising

Major Topics:

Major Topics: Health Care Marketing, Customers in Health Care Marketing, Professionals who work in Health Care Marketing, Public Relations and Advertising in Health Care Marketing and Health Care facilities

This text book is highly recommended to get the most from this class



Health Care Marketing 5th edition by Erin N. Berkowitz ISBN 978-1284200157. No access fee is required.

Technical Requirements

For this course, you will be required to have a working knowledge of D2L through ETSU, ETSU email, Microsoft Word and Microsoft Power Point.

Course Policies

To get the most out of this class – read the text, review the publisher power points, watch any videos and read supplemental articles that are assigned. Do extra research and reading on your own. Ask questions when you do not understand or if the assignment or concept is confusing.

DO NOT Submit your work by email. I will not grade it, unless it is in the proper D2L Drop Box

Please submit your assignments on time.

This is an online class and these can have communication obstacles. Always reach out to me when in doubt.

Email Communication

All email communication for this class will be through ETSU email. For this class, please check your email on a regular basis. I check email several times per day. (seven days per week). I will respond to your email as quickly as possible, but no less than 24 hours.

Attendance and Participation

A requirement of this course is your full participation. You are expected to complete assignments and ask questions, if you do not understand.

You are also expected to check d2L and emails for updates and changes. You are also expected to participate in all discussions for this course.

Late Assignments

This is a short session. You are expected to complete assignments on time.

Academic Accommodations for Students with Disabilities

It is the policy of ETSU to accommodate students with disabilities, pursuant to federal law, state law and the University's commitment to equal educational access. Any student with a disability who needs accommodations, for example arrangement for examinations or seating placement, should inform the

instructor at the beginning of the course. Faculty accommodation forms are provided to students through Disability Services in the D.P. Culp Center, Room 326, telephone 423-439-8346. Visit the Disability Services web page for more information.

Technical Help

The Information Technology Services (ITS) Help Desk is the best resource for most technical problems. Find answers to common questions on the Help Desk website, call, email, or stop in to see them on the first floor of the Sherrod Library. Phone: 423-439-4648 Email: itshelp@etsu.edu

Desire2Learn (D2L) Online Help

Many answers to D2L related questions can be found on the D2L Help Student Home. If you are still having trouble finding what you need, contact the Help Desk.

Microsoft Office Software

Microsoft Office productivity applications, including Word, PowerPoint, Excel, OneNote, and more, are available free for students through the University's Office 365 campus agreement. For instructions on how to obtain the software, see the Office 365 page of the ITS Help Desk website.

Turnitin Plagiarism Detection

Turnitin is a plagiarism detection service available to students and faculty at ETSU. This tool compares student written work against a comprehensive database of other work as well as various internet sources. Faculty may employ this service for some or all written assignments, to help students learn to cite sources accurately and to ensure academic integrity. Learn more on the Turnitin home page.

ETSU Technical Resources

Many other technical resources can be found on the Online Help webpage.

University Information