

Health Care Marketing MKT 4536

Spring, 2001

Professor: Dr. Raymond P. Fisk

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Office Hours: By Appointment

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Text

Interactive Services Marketing, by Raymond P. Fisk, Stephen J. Grove and Joby John (2000), Boston: Houghton Mifflin.

Recommended Supplementary Texts

Market Driven Health Care, by Regina Herzinger (1999), Reading, MA: Perseus Books.

Marketing Strategies for Physicians: A Guide to Practice Growth, by Stephen W. Brown and Andrew P. Morley (1986), Oradell, NJ: Medec Books.

Healthcare Marketing in Transition, by Terrence J. Rynne (1995), Chicago: Irwin.

Articles

Since a good and recent health care marketing textbook is not available, supplemental health care marketing articles will be assigned to better establish the context and quirks of health care marketing.

Course Objectives

By the end of this course, you should be able to:

1. Analyze health care marketing issues.
2. Identify significant health care marketing problems.
3. Determine actionable problem remedies.

4. Understand and appreciate a broad perspective of health care marketing strategy.

Seminar Atmosphere and Conduct

Most graduate education occurs outside of the classroom. As such, the purpose of class time is the reinforcement, clarification and synthesis of ideas learned prior to class. In this context the role of the instructor is that of an organizer, coordinator, resource person, and stimulator.

The class will be conducted in seminar style with some lecturing, but a heavy emphasis on class discussion and participation. You are expected to read assignments prior to the class meeting for which they are assigned. The value of discussion will be heavily influenced by the preparation and performance of each of us. Everyone is expected to contribute.

The subject matter of health care marketing invites lively discussion. Your knowledge and understanding will be much enhanced through a stimulating exchange of ideas and vocal examination of concepts.

In addition, each student is expected to have acquired the habit of reading the business press (*Business Week*, *CityBusiness*, *Fortune*, *Forbes*, *Wall Street Journal*, etc.). We will devote some of our discussion time to interpretation of major current events in health care marketing as they are reported in the business press.

Exam

You will have one essay exam at the end of the class. The exam will cover the textbook, articles, and classroom discussion. It will require considerable preparation.

Term Project

Students will work in teams to create marketing strategies for new or existing health care products of local health care establishments. This will include both a written and an oral presentation of the marketing strategy.

Final Paper - The final paper is due on **April 29th**.

Detailed “Guidelines for Preparing Papers” are in a separate handout. *It is mandatory that you follow these “Guidelines.”*

You must use and reference some of the general services marketing literature in developing your marketing strategy. Also, be sure to use as much current health care marketing information as possible (even if it is from newspapers, magazines or from personal interviews) that will help you understand your topic. Also, I must be able to find “you” in the paper. In other words, I must be able to find your interpretations, evaluations, insights and experiences in your paper.

Term Project Presentation

Following the completion of your papers, we will schedule a time for each team to present your marketing strategy to the class. Each team will prepare a copy of their presentation slides to distribute to the class on the day of the presentation.

Service Encounter Journal

As part of your training, each student will keep a journal of service encounter experiences. The goal of this assignment is to understand and evaluate the service encounter [buyer-seller interaction] from your own perspective as a customer. This process will improve your ability to analyze and diagnose health care marketing problems.

We all have a number of service encounters each week with everything from restaurants, banks, drycleaners, doctors, libraries, hair stylists among others. You are required to complete **7 journal entry forms**. One blank copy is attached -- make seven copies for yourself. Each entry will correspond to one service encounter you have. The purpose of the journal is to identify sources of customer satisfaction or dissatisfaction with services.

Collect a variety of types of incidents [e.g., do not do only restaurants or bars], as well as some that you find satisfying and some that are dissatisfying. The best way to complete your journal is to fill one out immediately following a particular incident. Do not try to do several in a row. If you do your entries from memory or do too many at one time, the quality of the entries will suffer.

Journal entries must be typed.

Finally, develop a report in which the service encounter journal entries are analyzed. In this paper, **identify in your own words the sources and actions that seem to account for satisfaction or dissatisfaction with services - include relevant course concepts**. Your typed report, about 6-7 pages, should also include (as an addenda) your journal entries.

Your report based on your service encounter journals is due on **June 16th**.

Grading

Grades for this course will be earned on a straight scale:

90-100	=	A
80-89	=	B
70-79	=	C
60-69	=	D

0-59 = F

Note: I do not curve grades.

Grades will be earned based upon: (1) Consumer behavior grade from Professor Hensel, (2) performance on the term project, (3) performance on the service encounter journal, and (4) performance on the final exam.

<u>Course Requirement</u>	<u>Weight</u>
Consumer Behavior Grade (From Professor Hensel)	25%
Service Encounter Journal	25%
Term Project (15% for paper, 10% for presentation)	25%
Final Exam	<u>25%</u>
TOTAL	100%

Make-up exams and incompletes are intended for emergencies and extraordinary situations. The fact that you have a lot of work to do does not fit these criteria. Make-up exams and incompletes are given at my discretion and I do not give them often.

Marketing Ethics

Properly practiced, marketing is a very honorable profession. In a free marketplace, successful exchanges between buyers and sellers require offering and receiving fair value. Nonetheless, the marketing profession suffers from a reputation that has been seriously tainted for years by those short-sighted marketers who seek to make a quick buck by cheating their customers. You will not be among those marketers! You must understand that a marketing manager has tremendous ethical responsibilities because of having so much contact with customers.

Fundamentally, decisions about right and wrong are personal decisions. Hiding behind corporate policy is not acceptable. Making ethical choices requires very careful thought and the highest level of personal integrity. You are expected to develop marketing decisions that are ethical. You will be penalized should you choose unethical marketing decisions. *No excuses for unethical decisions will be acceptable!*

Please understand that making ethical decisions and preserving your personal integrity is never easy. Here are some of my personal beliefs about ethics:

Every business person has two major sets of ethical responsibilities: 1. Responsibilities to yourself and 2. Responsibilities to your company. Responsibilities to yourself include taking pride in your work, not engaging in or tolerating corruption, and not compromising personal ethics for corporate goals. Responsibilities to your company include representing the firm ethically and working productively. Your responsibilities to yourself take precedence over those to the company. Never let yourself be pressured into unethical behaviors at the insistence of a boss. You may even find that you

will be forced to resign a job (as I have) because of ethical conflicts. Don't "go with the flow." Guess who would be scapegoated by the company when the truth was made public?

There are three traps that people often fall into as they wrestle with ethical decisions:

1. "A man's got to eat!"

This trap leads people into engaging in or tolerating unethical conduct because they are worried about eating (or getting paid, etc.). Don't let this happen to you.

2. "Everybody else is doing it!"

This trap is very seductive for many people because they want to be socially accepted. If you worked in an industry in which most businesses were cheating their customers, that would not make it right.

3. "Who am I to judge?"

Each of us must make our own judgments about what is right or wrong, and we should not be silent about our beliefs. There is a famous quote from World War II that says it very well: "When they came for the Jews, I said nothing. When they came for the Poles, I said nothing. When they came for me, there was no one left to say anything."

All of these traps represent a suspension of consciousness. I would argue that suspension of thought (the refusal to think things through) is the root of all evil. Think about it!

There are two powerful rules of thumb that will help each of you avoid unethical decisions. *Rule 1 is the Mom Rule* – "If your mother knew exactly what you are doing, would she approve?" *Rule 2 is the Morning Paper Rule* – "If the morning newspaper wrote a detailed description of your actions, would your customers approve of your actions?"

Cheating

As part of my concern for marketing ethics, any evidence of cheating, whether by an individual or a team, will be severely punished. There are several possible ways to cheat. One way is by damaging, destroying or hiding library materials. Another way is by stealing, damaging or destroying another team's materials.

Professionalism

Your conduct in this class must be professional at all times. A professional is a person of true character who conducts him or herself in a dignified, appropriate manner. Sadly, professional conduct is all too rare in business (and incredibly rare in some sports). The best business firms (and the best health care organizations) tolerate nothing less than professional conduct. They also hire and keep only those people capable of behaving professionally.

Professional conduct will be the norm in this class. Professional conduct means that you will treat all class members with respect. All questions and comments during the oral presentations must be professional rather than personal. Personal criticisms of class members will be penalized.

American Disabilities Act

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact their instructors to discuss their individual needs for accommodations.

About Your Instructor

DR. RAYMOND P. FISK is Professor and Chair of the Department of Marketing at the University of New Orleans. He earned his B.S., M.B.A., and Ph.D. from Arizona State University. Previously, he served as Interim Chair and Associate Professor of the Department of Marketing, University of Central Florida and Interim Head and Associate Professor of the Department of Marketing, Oklahoma State University. Dr. Fisk served as a Fulbright Scholar to Klagenfurt University of Education Sciences, Austria. He has also taught at Arizona State University, the American Graduate School of International Management (Thunderbird), the Universidade do Porto, Portugal, University College, Dublin, Ireland, and the Swedish School of Economics, Helsinki, Finland. Dr. Fisk's research has focused on services marketing and marketing theory. He has published in the *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *Journal of Services Marketing*, *Service Industries Journal*, *International Journal of Service Industry Management*, *Journal of Health Care Marketing*, *Journal of Professional Services Marketing*, *Journal of Marketing Education*, and the *Marketing Education Review*. Dr. Fisk has published four books: *Marketing Theory: Distinguished Contributions*, *AIRWAYS: A Marketing Simulation*, *Services Marketing: An Annotated Bibliography, and Interactive Services Marketing*. Dr. Fisk created *SERVMARK: The Electronic Bibliography of Services Marketing Literature* and started the American Marketing Association's Services Marketing Special Interest Group. He is Past-President of the AMA's Central Florida and New Orleans Chapters. Dr. Fisk has served variously as Senior Vice President of Marketing, Finance, Teaching and Information Dissemination on the Executive Committee of AMA's Academic Council. He led the AMA Taskforce that put the AMA on the Internet. Currently, Dr. Fisk is President of the AMA's Academic Council. Dr. Fisk's health care marketing experience includes consulting, executive seminars and speeches to health care organizations.

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Schedule

<u>Week of:</u>	<u>Topic</u>	<u>Chapter Assignments</u>
April 21	Introduction & Service Frameworks	Ch. 1, 2
22	Services Technology, Strategy & Performances	Ch. 3, 4 & 5
May 19	Demand, People, Setting, & Customers	Ch. 6, 7, 8 & 9
20	Price, Promotion, & Quality	Ch. 10, 11 & 12
June 16	Recovery, Research, International, & the Future	Ch. 13, 14, 15 & 16
17	Oral Presentation of Projects	-----
June 23	Final Exam	-----

Health Care article assignments will be made separately.

Other Due Dates -

Service Encounter Journals – May 19th

Paper – June 16th

