

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

HEALTH TOURISM MARKETING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
HEALTH TOURISM MARKETING	PR321.0529	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Gabriela Oana OLARU				
Name of Lecturer(s)	Assist.Prof. Gabriela Oana OLARU				
Assistant(s)	Asst. Prof. Dr. Gabriela Oana OLARU				
Aim	The purpose of this course is to give the students opportunity to learn medical tourism concepts, study the development of medical tourism, be able to make a health tourism sector assessment and analyze health tourism in the Turkey and all around the world.				
Course Content	This course contains; Concept of tourism and definition,Health Tourism Marketing,Health Tourism Industry,Treatment Process,Customer Expectations in Health Tourism,Quality, Safety and Risk in Health Tourism,Legal and Ethical Issues in Health Tourism,Health Tourism in Economic, Social and Institutional Aspects,Health Tourism in Turkey- student presentations,Health Tourism in the world- student presentations,Health Tourism in the world : Marketing Strategies- student presentations,Health Tourism in the world : Marketing Strategies- student presentations,Health Tourism in the World : Marketing Strategies- student presentations,Health Tourism in the World : Marketing Strategies- student presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Understand the practices of medical tourism around the world.			10, 5, 6, 9	A	
Possess knowledge about marketing strategies in healthcare tourism.			10, 13, 9	A, E	
Gain information about patient expectations within the scope of health tourism.			10, 6, 9	A, E	
Have information about service delivery within the scope of health tourism.			10, 16, 4, 9	A, E	
Gain information about health tourism practices in Turkey.			10, 16, 4, 9	A, E	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Concept of tourism and definition	Reading the relevant topic from the source book.			
2	Health Tourism Marketing	Reading the relevant topic from the source book.			
3	Health Tourism Industry	Reading the relevant topic from the source book.			
4	Treatment Process	Reading the relevant topic from the source book.			
5	Customer Expectations in Health Tourism	Reading the relevant topic from the source book.			
6	Quality, Safety and Risk in Health Tourism	Reading the relevant topic from the source book.			
7	Legal and Ethical Issues in Health Tourism	Reading the relevant topic from the source book.			
8	Health Tourism in Economic, Social and Institutional Aspects	Reading the relevant topic from the source book.			
9	Health Tourism in Turkey- student presentations	Reading the report on the subject.			
10	Health Tourism in the world- student presentations	Preparation of research presentation.			
11	Health Tourism in the world : Marketing Strategies- student presentations	Preparation of research presentation.			
12	Health Tourism in the world : Marketing Strategies- student presentations	Preparation of research presentation.			
13	Health Tourism in the World : Marketing Strategies- student presentations	Preparation of research presentation.			
14	Health Tourism in the World : Marketing Strategies- student presentations	Preparation of research presentation.			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources	
1.Türkiye Sağlık Vakfı ve Sağlık Turizm Derneği, Dünya’ da ve Türkiye’ de Sağlık Turizmi-2010 Durum Tespit Raporu ve Çözüm Önerileri	
2.Hall, M. Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility. Taylor & Francis, Inc. 2012. 3.Hodges, J.R., et al. Risks and Challenges in Medical Tourism: Understanding the Dynamics of the Global Market for Health Services. Greenwood Publishing Group, Incorporated. 2012.	
4.Lunt, N., et al. Medical Tourism: Treatments, Markets and Health System Implications: A Scoping Review. OECD. http://www.oecd.org/health/healthpoliciesanddata/48723982.pdf	