

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
HEALTH SERVICES MARKETING and BRAND MANAGEMENT	SAYD1267540	Spring Semester	3+0	3	8
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Third Cycle (Doctorate Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Serhat YÜKSEL				
Name of Lecturer(s)	Prof.Dr. Serhat YÜKSEL				
Assistant(s)	Res. Ass. Yaşar GÖKALP				
Aim	Marketing concept and definition, marketing approaches and current applications in historical process; The aim of this course is to provide the marketing managers with strategic marketing and brand management skills.				
Course Content	This course contains; Marketing concept and definition, Marketing conceptions and health services marketing, Marketing processes in health institutions, Consumer behavior, The market research, Product development strategies, Pricing strategies, Midterm, Promotion, Distribution, Strategic marketing plan, Brand concept and importance, Brand management, An overview.				
Course Learning Outcomes				Teaching Methods	Assessment Methods
2-Marketing concepts				10, 16, 9	A
At the end of this course, students;				10, 16, 9	A
1-Marketing concept and definitions				10, 16, 9	A
3-Characteristics of health services				10, 16, 9	A
4- Marketing processes specific to health services				10, 16, 9	A
5- Consumer behavior				10, 16, 9	A
6-The role of patients / customers in health care marketing				10, 16, 9	A
7- They will learn to create strategic marketing plan.				10, 16, 9	A
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Marketing concept and definition	Examination of case studies on the subject			
2	Marketing conceptions and health services marketing	Examination of case studies on the subject			
3	Marketing processes in health institutions	Examination of case studies on the subject			
4	Consumer behavior	Examination of case studies on the subject			
5	The market research	Examination of case studies on the subject			
6	Product development strategies	Examination of case studies on the subject			
7	Pricing strategies	Examination of case studies on the subject			
8	Midterm	Examination of case studies on the subject			
9	Promotion	Examination of case studies on the subject			
10	Distribution	Examination of case studies on the subject			
11	Strategic marketing plan	Examination of case studies on the subject			
12	Brand concept and importance	Examination of case studies on the subject			
13	Brand management	Examination of case studies on the subject			
14	An overview	Examination of case studies on the subject			
Evaluation Methods			Weight(%)		
Midterm Exam			50		
General Exam			50		

Resources	
1-Tengilimoğlu, D. (2011). Sağlık Hizmetleri Pazarlaması, Siyasal Kitabevi.	
2-Thomas, R. K. (2008). Health services marketing: a practitioner's guide. Springer Science & Business Media.	
3- Fortenberry, J. L. (2009). Health care marketing: tools and techniques. Jones & Bartlett Learning.	