

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MODERN MARKETING in HEALTH SERVICES	SAYY1167280	Fall Semester	3+0	3	8
Prerequisites Courses					
Recommended Elective Courses	Ethics in Health and Social Responsibility , Change Management and Leadership, Health Tourism				
Language of Instruction	Turkish				
Course Level	Second Cycle (Master's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Yeter USLU				
Name of Lecturer(s)	Assist.Prof. Tuba DÜZCÜ				
Assistant(s)	Rsc. Ast. Büşra AYDINLI				
Aim	To provide the students with basic theoretical knowledge and skills needed for effective marketing techniques and applications in the health sector.				
Course Content	This course contains; Introduction, context, course aims, marketing concept,Development of healthcare marketing, Properties of Services, development of healthcare sector and properties of healthcare services,Consumer behaviour in healthcare,Marketing information systems and marketing research,Market segmentation, targeting, positioning; Strategic marketing planning & growth strategies,,Product and product development strategies,Price and pricing strategies,Promotion in healthcare,Distribution, distribution channels management and managing demand,People, physical evidence & Process management,Brand, Branding and Reputation Management in Health Services,General Perspective on New Media and Digital Marketing in Healthcare,Marketing, Branding and New Media in Healthcare Services,Overall assessment and review.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
4.Comprehend the role and responsibilities of management in healthcare marketing			10, 16, 9	A, E	
1. Acquire basic information about marketing techniques and practices in Healthcare.			10, 16, 9	A, E	
2. Lists the forces promoting marketing in healthcare and knows the relationship between the environmental factors marketing .			10, 16, 9	A, E	
3. Will develop, implement and assess a strategic marketing plan.			10, 16, 9	A, E	
5. Comprehend decision-making process and classification of health care consumers.			10, 16, 9	A, E	
6. Learn the extended marketing mix in healthcare.			10, 16, 9	A, E	
7. Lists the differentiating factors of marketing of healthcare services			10, 16, 9	A, E	
8. Explains customer relationship management techniques.			10, 16, 9	A, E	
9. Manages customer databases and portfolios.			10, 16, 9	A, E	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction, context, course aims, marketing concept	Reading lecture notes			
2	Development of healthcare marketing, Properties of Services, development of healthcare sector and properties of healthcare services	Reading lecture notes			
3	Consumer behaviour in healthcare	Reading lecture notes			
4	Marketing information systems and marketing research	Reading lecture notes			
5	Market segmentation, targeting, positioning; Strategic marketing planning & growth strategies,	Reading lecture notes			
6	Product and product development strategies	Reading lecture notes			
7	Price and pricing strategies	Reading lecture notes			
8	Promotion in healthcare	Reading lecture notes			
9	Distribution, distribution channels management and managing demand	Reading lecture notes			
10	People, physical evidence & Process management	Reading lecture notes			
11	Brand, Branding and Reputation Management in Health Services	Reading lecture notes			
12	General Perspective on New Media and Digital Marketing in Healthcare	Reading lecture notes			
13	Marketing, Branding and New Media in Healthcare Services	Reading lecture notes			
14	Overall assessment and review	Reading lecture notes			
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			

Resources
Lecture Notes.1. Tengilimoğlu, Dilaver, Sağlık Hizmetleri Pazarlaması, 2. Baskı, Ankara, 2012 2. Sağlık Hizmetlerinin Pazarlaması ve Reklamın Etkileri, Yrd.Doç.Dr. Sefer Gümüş, Derya Toy, Hiperlink Yayınları 3. Sağlık Hizmetleri Pazarlaması, Nevin Altuğ- Şeniz Özhan, Paradigma Akademi 4. Sağlık Sektöründe Uygulanan Güncel Pazarlama Yaklaşımları, Abdolvahap Baydaş, Fuat Yalman, Kriter Yayınevi.