

Vocational School / Medical Documentation and Secretariat
2022 - 2023 Academic Year
MARKETING PRINCIPLES and MARKETING in HEALTH SERVICES
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MARKETING PRINCIPLES and MARKETING in HEALTH SERVICES	TDS1141910	Fall Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Derya TUĞLU				
Name of Lecturer(s)	Assist.Prof. Mahmut Selami AKIN				
Assistant(s)					
Aim	To provide information about basic principles of marketing and marketing in health services.				
Course Content	This course contains; 1.Concept, Definition and Development of Marketing,2.Definition, Features and Marketing of Services,3.Health Services,4.Development of Marketing in Health Services,5.Marketing Management Process,6.Planning and Marketing Plan,7.Promotion Methods,8.Personal Selling,9.Education and Pricing of Sellers,10.Marketing Information Systems and Marketing Research,11.Product and Product Development,12.Market Segmentation,13.Price and Pricing strategies,14.Marketing Ethics.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.Summarize the basic principles of marketing			1, 10, 2, 3	A	
2.Tell about the health services and its marketing			1, 10, 2, 3	A	
Teaching Methods	1: Lecture, 10: Brainstorming, 2: Question - Answer, 3: Discussion				
Assessment Methods	A: Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	1.Concept, Definition and Development of Marketing	Reading lecture note			
2	2.Definition, Features and Marketing of Services	Reading lecture note			
3	3.Health Services	Reading lecture note			
4	4.Development of Marketing in Health Services	Reading lecture note			
5	5.Marketing Management Process	Reading lecture note			
6	6.Planning and Marketing Plan	Reading lecture note			
7	7.Promotion Methods	Reading lecture note			
8	8.Personal Selling	Reading lecture note			
9	9.Education and Pricing of Sellers	Reading lecture note			
10	10.Marketing Information Systems and Marketing Research	Reading lecture note			
11	11.Product and Product Development	Reading lecture note			
12	12.Market Segmentation	Reading lecture note			
13	13.Price and Pricing strategies	Reading lecture note			
14	14.Marketing Ethics	Reading lecture note			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecturer's own notesSağlık Hizmetlerinde Pazarlama-Prof.Dilaver Tengilimoğlu