

Vocational School / Management of Health Facilities

2022 - 2023 Academic Year

MARKETING in HEALTH SERVICES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MARKETING in HEALTH SERVICES	SKİ2242190	Spring Semester	2+0	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	not available				
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Derya TUĞLU				
<b>Name of Lecturer(s)</b>	Lect. Halil YORULMAZ				
<b>Assistant(s)</b>					
<b>Aim</b>	To provide information about basic principles of marketing and marketing in health services.				
<b>Course Content</b>	This course contains; 1.Basic information about marketing,2.Basic information about marketing,3.Health Services Marketing,4.Consumer behaviours in health services,5.Marketing Information Systems and Marketing Researchs,6. Strategical Marketing Plan in Health Services,7.Market and Target Market,8. Health Services Marketing Mix,9. Pricing of Health Services,10. Promotion Mix at Health Services ,11. New Approaches at Health Services Marketing ,12. New Approaches at Health Services Marketing ,13. Digital Marketing at Health Services Marketing,14. Brand, Branding and Reputation Management.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1.Summarize the basic principles of marketing			1, 2, 3	A	
2.Tell about the health services and its marketing			1, 2, 3	A	
3. Will be able to explain different aspects of health services marketing.			1, 3	A	
4. Will be able to summarize brand, digital marketing and reputation issues in health services.			1, 3	A	
<b>Teaching Methods</b>	1: Lecture, 2: Question - Answer, 3: Discussion				
<b>Assessment Methods</b>	A: Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	1.Basic information about marketing	Reading Lecture Notes			
2	2.Basic information about marketing	Reading Lecture Notes			
3	3.Health Services Marketing	Reading Lecture Notes			
4	4.Consumer behaviours in health services	Reading Lecture Notes			
5	5.Marketing Information Systems and Marketing Researchs	Reading Lecture Notes			
6	6. Strategical Marketing Plan in Health Services	Reading Lecture Notes			
7	7.Market and Target Market	Reading Lecture Notes			
8	8. Health Services Marketing Mix	Reading Lecture Notes			
9	9. Pricing of Health Services	Reading Lecture Notes			
10	10. Promotion Mix at Health Services	Reading Lecture Notes			
11	11. New Approaches at Health Services Marketing	Reading Lecture Notes			
12	12. New Approaches at Health Services Marketing	Reading Lecture Notes			
13	13. Digital Marketing at Health Services Marketing	Reading Lecture Notes			
14	14. Brand, Branding and Reputation Management	Reading Lecture Notes			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources	
Yrd.Doç.Dr Nevin Altuğ, Dr.Şeniz Erdem Özhan Sağlık Hizmetleri Pazarlaması- Haydar Sur, TunÇay Palteki Hastane Yönetimi, Prof.Dr.Dilaver Tengilimoğlu, Doç.Dr. Mahmut Akbolat, Yrd.Doç.Dr.Oğuz Işık Sağlık İşletmeleri Yönetimi-Dr.Eda Yılmaz, Marka İmajı- Prof.Dr.İsmet Mucuk- Pazarlama İlkeleri- Haluk Sumer, Helmut Pernsteiner, İtibar YönetimSağlık Hizmetlerinde Pazarlama - Prof.Dilaver Tengilimoğlu	