

1. **Subject Title:** **Marketing Management of Hospital Services**

2. **Subject Code:** **HOM 707**

3. **Contact Hours** **60**
Self-Study, Assignments 30
Credit Points 06

4. Subject description and expected learning outcomes

The objective of this course is to help the students understand the concepts of marketing applicable to Hospital Services. The course will help students to understand internal and external customers and service promotion. The students will learn skills of pricing and advertising. The students will also learn application and use of Positioning and Branding in healthcare.

5. Mode of delivery

The course will be delivered through lectures, exercises, group work and presentations, and self-study.

6. Contents

Week	Hours	Units	Contents
	7	1	<u>Advertising and Promotion in Healthcare</u>
			Difference between advertising and Marketing
			Tools in advertising
			Identifying the target audience for advertising
			Creating mass advertising messages
			Group Exercise
			Assignments 1
	9	2	<u>Understanding Marketing Opportunities</u>
			Analyzing the marketing opportunities
			Methods of defining market
			Market competitiveness Models
			Importance of Market research
			Methods of market research
			Methods of Market forecasting
			Market segmentations
			Group Exercise
			Assignments 2
	7	3	<u>Importance of Social Marketing</u>
			Definition of social marketing
			Basics of social marketing
			Process of social marketing
			Evaluating social marketing
			Group Exercise
			Assignments 3
	6	4	<u>Customer Relation Management (CRM) in Hospitals</u>

Week	Hours	Units	Contents
			Definition of CRM
			Need of CRM in Healthcare
			Methods of CRM
			Group Exercise
			Assignments 4
2	5		<u>Public Relations in Hospitals</u>
			Definition of public relations
			Interested group in Public relations
			Points of PR Activities
			Role of PR officer
5	6		<u>Corporate Business</u>
			Definition and concept in Corporate business
			Guidelines for corporate empanelment
			Price Negotiation.
			Hospitalization Process for Corporate Empanelment.
			Group work and Exercises
			Assignment 5
3	7		<u>TPA Insurance System in Healthcare</u>
			Introduction to TPA/Insurance and its role for Health in Health promotion
			TPA empanelment agreement requirements
			Business drivers
			Challenges with TPAs
7	8		<u>Pricing</u>
			Hospital pricing terminology and practices
			Price as an Indicators of Hospital Quality, profit and brand equity
			Methods of pricing vs Cost plus, competitive, and value based
			Group work
			Assignment 6
8	9		<u>Positioning and Branding in Healthcare</u>
			Concepts of Product, Brand and Brand Positioning in Healthcare
			Element of positioning statement
			Brand value
			Measuring Brand performance
			Group work
			Assignment 7
6	10		<u>Marketing Finance</u>
			Foundations of marketing finance in Healthcare
			Operating performance
			Corporate liquidity
			Management Decision Making
			Assignment 8

7. Assessment

The students will be assessed by a written Examination and assignments. The distribution of marks will be as follows:

Final written examination	70%
Mid-term examination & assignments	30%

8. Assignments

There will be four assignments in this course, to be followed by the group work and exercises in the class.

Assignment 1

Assignment 1 will assess the knowledge and skills of the students in explaining advertising and marketing, P's of marketing, tools for advertising to hospitals' target audiences.

Assignment 2

This assignment will assess the students understanding of defining the market, segmentations, market research and segmentations etc.

Assignment 3

This assignment will assess the students understanding of social marketing, developing social marketing and evaluating the social marketing etc.

Assignment 4

This assignment will assess the students understanding of customers' relationship management, grievance handling etc.

Assignment 5

This assignment will assess the students understanding of corporate empanelment, and price negotiation for corporate empanelment.

Assignment 6

The assignment 6 will assess the knowledge and skills of the student in understanding pricing, the hospital services.

Assignment 7

Assignment 7 will assess the understanding Brand and Brand value, Brand positioning, and competencies in brand evaluation.

9. Readings

- IIHMR course material
- Philip Kotler, "Healthcare Marketing"