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APPROVED

The University of Toledo

New Graduate Course Proposal

COLLEGE OF GRADUATE STUDIES

Contact Person Phone (XXX-XXXX)

Email

College If Other

Dept/Academic Unit

Alpha/Numeric Code (Subject area - number)

Proposed title Proposed Effective Term

Is the course cross-listed with another academic unit?

Approval of other Academic unit (Signature and title)

Is the course offered at more than one level?

If yes, an undergraduate course proposal form must also be submitted. If the undergraduate course is new, complete the New Undergraduate Course Proposal; if the undergraduate course is existing, submit an Undergraduate Course Modification Proposal.

Credit hours: Fixed: or Variable: to

Delivery mode:	Primary	Secondary	Tertiary
Activity Type	<input type="text" value="Online"/>	<input type="text" value="Lecture"/>	<input type="text" value="Seminar"/>
Minimum Credit Hours	<input type="text" value="1.5"/>	<input type="text" value=".25"/>	<input type="text" value=".25"/>
Maximum Credit Hours	<input type="text" value="1.5"/>	<input type="text" value=".25"/>	<input type="text" value=".25"/>
Weekly Contact Hours	<input type="text" value="1.5"/>	<input type="text" value=".25"/>	<input type="text" value=".25"/>

Terms Offered Fall Spring Summer Years offered

May the courses be repeated for credit? Maximum hours:

Are students permitted to register for more than one section during a term? Grading system:

Prerequisites (must be taken **before**): e.g., C or higher in BIOE 4500 or BIOE 5500 and C or higher in MATH 4200, etc.

Permission

Co-requisites (must be taken **together**):

None

Catalog Description (75 Words Maximum)

This course involves analysis, evaluation, and implementation of marketing and customer relationship management (CRM) strategies within healthcare environments. This course deepens practical knowledge by addressing when and how marketing and CRM techniques do, and do not, apply within the health sector. It is designed to cultivate skills in applying marketing and CRM tools and tactics for enhanced patient-centered care, patient satisfaction, and organizational performance.

Attach a syllabus and an electronic copy of a complete outline of the major topics covered. [Click here for the template.](#)

Course Approval

Department Curriculum Authority	<input type="text" value="NA"/>	Date	<input type="text"/>
Director School Department Chairperson	<input type="text" value="R. D. Dancy, P."/>	Date	<input type="text" value="6/13/12"/>
College Curriculum Authority or Chair	<input type="text" value="Thurong Le"/>	Date	<input type="text" value="6/13/2012"/>
College Dean	<input type="text" value="K. S. Lark"/>	Date	<input type="text" value="6/13/2012"/>
Graduate Council	<input type="text" value="Nide Piazza"/>	Date	<input type="text" value="7.16.12"/>
Dean of Graduate Studies	<input type="text" value="John Fowl"/>	Date	<input type="text" value="07/16/12"/>
Office of the Provost	<input type="text"/>	Date	<input type="text"/>

For Administrative Use Only

Effective Date	<input type="text"/>
CIP Code	<input type="text"/>
Subsidy Taxonomy	<input type="text"/>
Program Code	<input type="text"/>
Instruction Level	<input type="text"/>

University of Toledo
SHBE 5004: Healthcare Marketing and Customer Relationship Management
Spring 2013

Instructor: Dr. Jeen Lim
Faculty Office: ST 3052
Phone: 419-530-2922
E-Mail: Jeen.Lim@utoledo.edu
Class Meetings Location: Stranahan Hall

Course Description: This course involves analysis, evaluation, and implementation of marketing and customer relationship management (CRM) strategies within healthcare environments. This course deepens practical knowledge by addressing when and how marketing and CRM techniques do, and do not, apply within the health sector. It is designed to cultivate skills in applying marketing and CRM tools and tactics for enhanced patient-centered care, patient satisfaction, and organizational performance.

Reading Material: No Textbook are suitable -- Reading List to be determined

Grading Criteria: Standard grading scale to apply with 93% of total points and higher is an A, 90 up to 93% is and A-, 87 up to 90 is a B+, 83 up to 87 is a B, 80 up to 83 is a B- and so on. \

Assessment of Learning: Students will be evaluated based on written examinations and quizzes, projects, and analytical papers.

Learning Objectives:

Able to do the following:

1. Understand environmental trends that can influence the healthcare market.
2. Gain knowledge of the strategic marketing process in a healthcare environment.
3. Develop skills in applying marketing strategies and tactics to the health sector.
4. Understand healthcare CRM process and tools for patient-centered care.
5. Manage patient satisfaction and healthcare organization performance.

Tentative Topics:

1. Emerging Healthcare Market Landscape
 - a. Current Healthcare Market Trends
 - b. Need for Marketing the Healthcare Organizations
 - c. Challenges of Healthcare Marketing
2. Healthcare Strategic Marketing
 - a. Strategic Management Process
 - b. Strategic Healthcare Marketing
 - c. Developing Marketing Plan for the Healthcare Organizations
 - d. Healthcare Marketing Strategies and Tactics
3. Healthcare Customer Relationship Management (CRM)
 - a. Customer Orientation and Patient-centered Care
 - b. Healthcare CRM Process

- c. Personalized Patient Management
- d. Healthcare CRM Tools for Patient-centered Care
- 4. Managing Healthcare Outcome
 - a. Quality in Healthcare Management
 - b. Patient Satisfaction Measurement
 - c. Enhancing Patient Satisfaction: Approaches and Best Practices
 - d. Healthcare Organizations' Performance Management