The University of Toledo

New Graduate Course Proposal

Contact Person: Dr. David Dobrzykowski
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College: Business & Innovation
Dept/Academic Unit: Information Operations and Technology Management

Alpha/Numeric Code (Subject area - number): SHBE 5004

Proposed title: Healthcare Marketing and Customer Relationship Management
Proposed Effective Term: 2013 20 (Spring)

Is the course cross-listed with another academic unit? No
Approval of other Academic unit (Signature and title): N.A.

Is the course offered at more than one level? No

Credit hours: Fixed: 2.0 or Variable: to

Delivery mode:
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<tr>
<th>Activity Type</th>
<th>Primary</th>
<th>Secondary</th>
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<td>Online</td>
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<td>Lecture</td>
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<td>Seminar</td>
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Minimum Credit Hours: 1.5
Maximum Credit Hours: 1.5
Weekly Contact Hours: 1.5

Terms Offered: Fall Spring Summer
Years offered: Every Year

May the courses be repeated for credit? No
Maximum hours: 2.0

Are students permitted to register for more than one section during a term? No
Grading system: Normal Grading (A-F, PS/NC, PR, I)

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

None
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: NA
Date: 6/3/12

Director of School:
Date: 6/13/12

Department Chairperson:
Date: 6/13/2012

College Curriculum Authority or Chair:
Date: 6/13/2012

College Dean:
Date: 7/6/12

Graduate Council:
Date: 7/6/12

Dean of Graduate Studies:
Date: 7/16/12

Office of the Provost:

For Administrative Use Only

Effective Date:

CIP Code:

Subsidy Taxonomy:

Program Code:

Instruction Level:
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 an 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.

Tentative Topics:
1. Emerging Healthcare Market Landscape
   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