Course Syllabus

Code - Course Title	**PZL108U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. LEYLA YURTTAŞ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	No recommended optional programme is required.
Recommended Resources	Educational and sectoral publications
Work Placement	No work placement.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Importance and History of Marketing in Health Care: Introduction; Definition and Characteristics of Marketing; Purpose of Marketing; Marketing Demand Relationship; Developments in Marketing Understanding; History of Marketing in Healthcare; Why Health Services Are Different; Developments that Caused Marketing to Gain Importance in Health Services; Reasons for Marketing in Health Services; Barriers to Marketing in Healthcare; Marketing Criticisms.	
Week - 2		Consumer Behaviors in Health Services: Introduction; Consumer, Customer and Patient Concepts; Meaning of Consumer Behavior and Basic Concepts; Consumer Decision Making Process; Market Segmentation and Demand Management in the Health Services Market; Classification of Consumers and Basic Factors Affecting Consumer Behavior; Types of Consumer Purchasing Behavior; Patient Satisfaction and Measurement in Health Services.	
Week - 3		Strategic Marketing Management and Planning in Health Care: Introduction: Strategic and strategic management, Strategic management, Strategic management process, Strategic management and models in health, Strategic planning, Strategic thinking and strategic planning, Strategic planning process.	
Week - 4		Strategic Marketing Management and Planning in Healthcare: Strategic Marketing Planning and Process.	
Week - 5		Marketing Information Systems and Marketing Research in Healthcare: Introduction; Marketing Information Need and Information System; Marketing Information System in Health Services; Meaning and Importance of Marketing Research; Marketing Research in Healthcare.	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 6		Marketing Information Systems and Marketing Researches in Health Services: Relationship between Marketing Research and Marketing Information System; Application Areas and Types of Marketing Research; Marketing Research Process.	
Week - 7		Midterm Exam	
Week - 8		Market Segmentation, Positioning and Growth Strategies in Healthcare: Introduction; Market Segmentation; Market Targeting and Positioning; Growth Strategies.	
Week - 9		Product Development and Pricing Strategies in Healthcare: Introduction; Product Concept and Classification; Classification of Health Services; Product/Service Mix for Health Institutions; New Product and Service Development Process; Reasons for Failure of New Products; Consumer Acceptance Process; Product Life Cycle in Health Services; Changing the Product Lifestyle; Pricing in Health Services; Factors Affecting Pricing Decisions; Pricing Process; Purposes of Pricing; Basic Pricing Methods; Pricing Strategies; Pricing Applications in Health Services.	
Week - 10		Distribution and Promotion in Health Institutions: Introduction; Distribution and Distribution Channels; Benefits of Distribution Channels; Distribution Channel Alternatives and Factors Effective in Distribution Channel Selection; Distribution Channel Alternatives in Terms of Product; Distribution Channel Alternatives in Consumer Goods.	
Week - 11		Distribution and Promotion in Healthcare Institutions: Distribution Channel Alternatives in Industrial Goods; Distribution in Services and Health Services Integrated Distribution Channel System; Major Distribution Policies; Physical Distribution; Promotion; Marketing Communication and Communication System; Promotion and the AIDA Model; Elements of the Promotion Mix.	
Week - 12		Contemporary Approaches in Health Services Marketing: Introduction; Relationship Marketing; Persons and Organizations Contacted within the Scope of Relationship Marketing; Historical Development of Relationship Marketing; Benefits of Relationship Marketing; Elements of Relationship Marketing; Focuses of Relationship Marketing; Differences Between Relationship Marketing and Transactional Marketing.	
Week - 13		Contemporary Approaches in Health Services Marketing: Relationship Marketing Approach with Customer Loyalty; Relationship Marketing in Health Services Marketing; Future of Relationship Marketing; Customer relations management; Objectives of Customer Relationship Management; Customer Relationship Management Responsibilities; Guerrilla Marketing; Guerrilla Marketing in Healthcare; Neuromarketing.	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Distinguish what marketing and marketing strategies are and how to apply them.
2	Discuss the importance and benefits of marketing.
3	Explain marketing strategies, strategy development process and strategy execution.
4	Analyze problems faced in marketing practices in health institutions.
5	Discuss main factors affecting consumer behavior.
6	State how studies towards customer management and customer satisfaction are implemented.
7	Explain how to use the promotion tools of public relations, advertising, personal sales for organizing the relations with the environment of healthcare institutions.
8	Explain the market research and the steps in procedures in market research.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**