

Minnesota State University Moorhead

HSAD 414: Healthcare Strategic Planning and Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is designed to provide a comprehensive view of healthcare strategic planning and marketing processes and the application to healthcare services delivery.

B. COURSE EFFECTIVE DATES: 09/23/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Student will have basic knowledge of the process steps and fundamentals of market based planning and strategic planning which will enable them to design a planning process created to meet specific organizational situations.
2. Student will have understanding of the importance of planning and marketing in the framework of health care administration and management.
3. Student will have understanding of the terminology surrounding marketing/ planning and the concepts of marketing/planning theory.
4. Student will have experience to enhance understanding of the major contemporary internal and external factors influencing and affecting the delivery of health care services.
5. Completion of the planning and development of a project using each of the concepts covered in this class. This will provide a dynamic framework that surrounds marketing and planning in a broader organizational and community setting.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted