

Course Title	ENGLISH CODE/NO	ARABIC CODE/NO	CREDIT UNIT			
			Th.	Pr.	Tr.	TCU
Marketing of Healthcare Services	HHSM 412	HHSM 412	3	-	-	3
Prerequisites		MRK 152				
The course is offered at [<input type="checkbox"/>] 1 st semester [<input type="checkbox"/>] 2 nd semester [<input type="checkbox"/>] summer			The course is [<input checked="" type="checkbox"/>] required [<input type="checkbox"/>] elective			
Course Description: Introductory survey of marketing concepts as applied to health services organizations. Consumer behavior, market segmentation, target marketing, marketing research, management, and control of marketing mix variables. This course involves analysis, evaluation, and implementation of marketing strategies within health care and managed-care environment						
Course Objectives: <ul style="list-style-type: none"> Familiarize students with Marketing of Healthcare services in the Kingdom. Understand and Develop marketing strategies aimed at satisfying customer demands and preferences in a health care environment. To understand behavioral aspects of a consumer's health care decision-making process. To understand market forces shaping the health care market today Marketing the health services effectively and efficiently 						
Scientific Contents: <ul style="list-style-type: none"> The History of Marketing in Healthcare Marketing and the Healthcare Organization Healthcare Products and Services Marketing Strategies Emerging Marketing Techniques Marketing Research in Healthcare 						
Course Outcomes: At the conclusion of this course, the student should be able to: <ul style="list-style-type: none"> Have an understanding of marketing and the marketing planning process. Have an understanding of the essential components of marketing strategy formulation in the healthcare environment. Have an overall understanding of the effect that marketing has on a health care organization's long-term success. Understand the internal and external factors that influence consumer decision making related to healthcare. 						
Assessment Methods: <ul style="list-style-type: none"> Tests. Participation. Applied cases. Field visits. 						
Text Book: <ul style="list-style-type: none"> Thomas, Richard K .Marketing Health Services. Arlington, VA: 2005. Philip Kotler . Marketing Management - Pearson Education/PHI, 2003. Kotler & Keller Service Marketing Management - 						
Supplementary References: <ul style="list-style-type: none"> Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence by Kristin Baird, Jeri Davis."Marketing for Therapists: A handbook for success in managed care", Wiley Publishers: Jossey-Bass, (1996 						

- Developing and Marketing Patient Care services”, Wiley Publishers: Jossey-Bass.
- Health Care Marketing: Tools and Techniques (3rd Edition) by John L. Fortenberry, Jr.

Time Table for Distributing Theoretical Course Contents		
Week	Subject	Remarks
1	Marketing and the Healthcare Organization	
2	Marketing and the Healthcare Organization	
3	Healthcare Products and Services	
4	Healthcare Products and Services	
5	Healthcare Products and Services	
6	Marketing Strategies	
7	Marketing Strategies	
8	Marketing Strategies	
9	Emerging Marketing Techniques	
10	Emerging Marketing Techniques	
11	Marketing Research in Healthcare	
12	Marketing Research in Healthcare	
13	Marketing Research in Healthcare	
14	Marketing Research in Healthcare	
15	Marketing Research in Healthcare	
Final Exam		