

Minnesota State University Moorhead

MHA 514: Healthcare Strategic Planning & 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 in a variety of organizational and community-based settings.

B. COURSE EFFECTIVE DATES: 06/08/2023 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Strategy Development & Strategic Mind setting
2. Understanding Marketing and Strategic Planning Process
3. Marketing Theories & The Challenges of a Competitive Market Place
4. Conducting Internal & External Assessment
5. Paying Attention and Aligning Marketing strategy to Mission, Vision, Mindset & Critical Success Factors
6. Determining Marketing Actions
7. Integration of Marketing Plan with Business & Strategic Plan
8. The Approval & Monitoring Process

D. LEARNING OUTCOMES (General)

1. Define the importance of planning and marketing in the framework of health care administration and management.
2. Describe terminology surrounding marketing/ planning and the concepts of marketing/planning theory.
3. Demonstrate basic knowledge of the process steps and fundamentals of market based planning and strategic planning.
4. Design a planning process to meet specific organizational situations.
5. Analyze the major contemporary internal and external factors influencing and affecting the delivery of health care services.
6. Develop a plan and project to provide a dynamic framework that discusses marketing and planning in a broader organizational and community setting.
7. Synthesize and apply marketing and strategic planning elements to achieve organizational goals in a variety of healthcare settings.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted