

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230614	SEMESTER	6th
TITLE	MARKETING AND COMMUNICATION OF HEALTH AND WELFARE UNITS		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	http://ommt.ihu.gr/wp-content/uploads/courses21/210608 Per Mkt Monadon Ygeias.pdf		

2. LEARNING OUTCOMES

Learning outcomes
<p>The course aims to introduce students to the basic principles, concepts, and practices of Marketing in the field of Health. At the end of the course, students are expected to be able to evaluate the "techniques" of marketing and promotion of health services while controlling the functional marketing of organizations.</p> <p>More specifically, after successfully attending this course, the student will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: explain the conceptual content and approaches of marketing. Also, describe the structure and characteristics of supply and demand in health and their relationship with the philosophy of marketing. 2. UNDERSTANDING: describe the role, function, goals, and strategies of pricing health products. Describe the role, function, goals, and strategies of the communication and health promotion mix. 3. IMPLEMENTATION: analyze how the needs and desires of consumers of health and welfare services are identified. 4. ANALYSIS: analyze the meaning and usefulness of the marketing mix for both non-profit organizations and medical units and organizations, and distinguish the characteristics of the elements that make it up. 5. COMPOSITION: he/she will create and organize all the individual data necessary for the preparation and implementation of the business plan. 6. EVALUATION: he/she will be able to successfully evaluate and support business activity. At the same time, he/she will be able to define a complete marketing program on behalf of a business.

General Skills
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, using the necessary technologies • Adaptation to new situations • Decision making • Autonomous work • Teamwork • Work in an international environment • Work in an interdisciplinary environment • Production of new research ideas • Project design and management • Respect for diversity and multiculturalism

3. COURSE CONTENT

<ol style="list-style-type: none"> 1. Marketing Services and Health Organizations 2. Health service consumer behavior 3. Sales Development Strategies & the Role of Emotional Intelligence in Sales. 4. Social Media in the Health Sector: e-Health Business Models. 5. Pricing of Services & Medicines. 6. Development of marketing plans. Health market segmentation, targeting, and placement. 7. Competition analysis. Marketing mix and the 4 "P". 8. Health communication mix: communication models, 9. Objectives and techniques of sales promotion, 10. Design of internal and external sales promotion, merchandising function, 11. Objectives and strategy of advertising, development of advertising campaign, 12. Purpose and techniques of public relations, 13. Organization and goals of personal sales.
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4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face	
ICT USE	<ul style="list-style-type: none"> • Use of video projector slides (PowerPoint), and internet during teaching • The educational material, as well as additional material, is posted on the educational node exams-sod.the.ihu.gr on the course page. • Communication with students is done through the Zoom platform and live in-office hours that have been posted on the course website. 	
TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Case study exercises	26
	Individual business plan writing tasks	50
	Self-study	35
	TOTAL	150

ASSESSMENT	<p>The evaluation of students is done by exams either by multiple-choice questions or by open-ended ones. Students who wish, are allowed to submit an assignment with a corresponding burden in which they present a new, integrated business venture. The assignment replaces the student's obligation to take an exam.</p> <p>Exam topics, as well as solutions, are posted on the course page.</p>
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5. REFERENCES

-Suggested bibliography:

- Pantouvakis, A., Siomkos, G. & Christou, E. (2015). Marketing. Athens: Livani Publications.
- Perreault, W., Cannon, J. & McCarthy, E. Marketing Principles: A Strategic Approach, Brocken Hill Publications, 2012.
- Nikos Kazazis, Pharmaceutical Marketing: Theory, Practice & Ethics, Stamoulis Publications, 2011.
- Richard Hanna, Andrew Rohm, Victoria L. Crittenden, "We're all connected: The power of the social media ecosystem", Business Horizons, Vol. 54 (3), May-June. 2011
- Donna L. Hoffman & Marek Fodor, "Can You Measure the ROI of Your Social Media Marketing?", Sloan Management Review, MIT, Fall. 2010

Related scientific journals:

- Health Marketing Quarterly