CORE COURSE X - MARKETING FOR HEALTH CARE SERVICES

Objective: The course introduce the student to the concepts of marketing and its dimensions involving service, production, promotion and its application to health care delivery systems.

Unit-1

Marketing Concept - definition - scope. Hospital Administrators and marketing - Environment - Opportunities and challenges.
Market analysis: Health care needs - factors influencing patient behavior - market segmentation - chief determining variables - targeting and product positioning for heath care services.

Unit-2

Market research and information: Steps -market information - market decision support systems - demand forecasting.
Product service: Product line - product mix - product life cycle - branding - packaging - product positioning - new product opportunities - product development process - new product - failure and success.

Unit-3

Promotion: Objectives - promotion cost - promotional budgets - determining promotional mix planning - promotional campaigns.
Advertising and Publicity: types - levels of advertising - advertising expenditure - advertising decisions -publicity.

Unit-4

Pricing - Meaning - importance - factors determining prices - objectives - pricing policy and structure - pricing procedure - new product pricing.
Market information system: Marketing channel - physical distribution - channel design

Unit-5

Marketing programme: market mix - product decisions - price decisions - location of hospital services - planning extension services.
Camp organizing and planning: community health care programmes - medical camps - awareness of camps - planning and organizing medical camps - follow - up.

References:

Kolter Philps: Marketing Management - Analysis, planning, Implementation and control.
Kolter Philps: Principles of Maketing; Prentice Hall, Eaglewood Cliffs., NJ.,1980.
Kolter Philps: Reading in Marketing Management., Tata MacGraw Hill, New Delhi,1980
Kolter Philps: Marketing for Health Care Organisations.
Lovelock: Services Marketing - Text, cases and reading.