

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Long Term Care Administration Program
Revision Date: 08-21-23

I. CATALOG DESCRIPTION

Course Number: LTCA2020
Course Title: Marketing and Public Relations for Long Term Care
Prerequisite(s): None

Catalog Description: This course focuses on the unique needs of marketing in healthcare and the basics of developing a healthcare marketing plan. Case studies and projects are included to apply marketing concepts to real-world situations, and to help students gain the knowledge and skills needed for effective marketing of long term care services.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will:*

- A. Discuss the definition of marketing
- B. Explore the history of marketing in the long term care profession
- C. Identify reasons for incorporating marketing activities into long term care operations
- D. Illustrate the impact that effective marketing can have on success of long term care operations

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Describe the four elements of commercial marketing
 - 2. Apply marketing concepts to the development of a simple marketing campaign
 - 3. Begin to apply marketing concepts to a variety of long term care services or program settings
 - 4. Collaborate with other students to develop and evaluate a simple marketing campaign
 - 5. Distinguish between effective and ineffective marketing strategies when given examples of each in case studies
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 3: Critical Thinking & Problem Solving
Outcome 1: Collect, identify, interpret and analyze data.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

- A. An Introduction to Healthcare Marketing
- B. The Marketing Process
- C. Marketing Research and Planning
- D. The Dollars and Sense of Marketing
- E. Marketing Position and Strategy Development
- F. The Promotional Toolbox
- G. The Changing Marketing Paradigm
- H. Measuring the Effectiveness of Marketing
- I. Healthcare Marketing: A Survival Strategy

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): Cellucci, Leigh, and W. Cellucci, *Healthcare Marketing: A Case Study*

- Approach*, Health Administration Press, 2013, ISBN: 13:978-1567936056
- B.** Other Resources: Supplemental handouts supplied by instructor

VI. METHODS OF PRESENTATION/INSTRUCTION

- A.** Methods of presentation typically include a combination of the following:
- 1.** Instructors will make use of varied instructive techniques including several of the following: lectures, small and large group discussion, collaborative projects, guest speakers, case studies, research, peer response and evaluation, journals, essays and written papers, conferences, computer-assisted instruction, interactive/creative methods, multi-media and field trips.

VII. METHODS OF EVALUATION

- A.** Methods of evaluation typically include a combination of the following:
- 1.** Course grades, at the determination of the instructor, will be based on exams, class and group participation, daily work and worksheets, projects and papers. Instructor will distribute and discuss evaluation and their grading policies with the students at the beginning of the each quarter.
 - 2.** Online courses do not accept late assignments without prior discussion with the instructor
- B.** SCC STANDARD GRADING SCALE POLICY:
- | | | | |
|----|--------|----|----------|
| A+ | 95-100 | C+ | 75-79 |
| A | 90-94 | C | 70-74 |
| B+ | 85-89 | D+ | 65-69 |
| B | 80-84 | D | 60-64 |
| | | F | Below 60 |

VIII. SPECIFIC COURSE REQUIREMENTS:

- A.** Requires a grade of "C" or above to meet graduation requirements for the Long Term Care Administration Program.