Course Description

The basic purpose of the course is to present a comprehensive framework for analysis, strategy formulation, and tactical marketing decision for executives in the Health management space. The course takes a "value" approach to marketing. That is, creating value for customers, strategic partners, and for the company itself is considered the ultimate goal for the marketing process. The creation of this "Optimal Value Proposition" is the center of the course.

Course Goals
1. Acquaint executives with a formal approach for critically looking at their marketing environments (Customers, Competitors, Collaborators, Company and the Macro Context) and the impact of the data obtained on strategy development.
2. Stress the need for tactical decision making to flow directly out of a clearly defined marketing strategy and a focused Value Proposition.
3. Help executives apply the concepts learned in the course to their specific business context within the Health industry.

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### Grading

A+ Final Online Exam 100%

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### Learning Outcomes

Participants will develop an ability to analyze the marketing environment relevant to their industry/company. Further, they will be able to segment their market, focus in on productive target segments and create an appropriate value proposition for these segments. Drawing from the value proposition, participants will be able to create a consistent and practical marketing plan.

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### Lecturer Office Hours

Email: emaoz@idc.ac.il
Cell: 050-5561736
Office Hours: By Appointment

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### Teaching Assistant

The TA for the class is Micki and she can be reached at 050-7516279. However, I prefer that you reach out to me directly!

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### Reading List
**Reading Materials**

**Course case packet** consisting of cases, readings, and slides which will be made available to the students in digital form. Note that the readings are not directly correlated to what we are covering in class – they are designed to complement the course and allow you to understand how Healthcare Marketing is more specifically approached by marketing professionals.


**DAILY CLASS SCHEDULE**

**1st session – July 20th – 19:00-21:50**

Topics: A value creation approach to marketing – the 3 laws of Marketing


**2nd session – July 27th - 19:00-21:50**

Topic: Continue our discussion of value creation, look at the evolution of the Modern Marketing Concept

Readings: The Origin and Evolution of Marketing in Healthcare, 2014

**3rd session – Aug. 3rd – 19:00-21:50**

Topic: Value creation and communication
Case: Universal Press Pricing Dilemma, Alex Chernev

Readings: The Unique Challenges of Health Care Marketing, Forbes, Jan. 2021

4th session – Aug. 10th – 19:00-21:50

Topic: Bringing in Collaboration to our view of Value Creation

Case: Duramax: The Product Improvement Nobody Wanted, Alex Chernev & Eyal Maoz


5th session – Aug. 24th – 16:00-18:50

Topic: A model for creating the Optimal Value Proposition

Mini-Case: What Toilet Paper can teach us about Marketing? This mini-case will be presented in class and demonstrate the relationship between the strategic stage and the tactical decisions stemming from it.

Readings: 2021 Healthcare marketing Trends to watch, Cardinal Digital Marketing, 2021

6th session – Aug. 24th – 19:00-21:50
Topic: Marketing In the New Normal – Covid19 and beyond...