ÇAĞ ÜNİVERSİTESİ
ÇAĞ UNIVERSITY

COURSE SYLLABUS

Vocational School

Course Code	Course Name	Credit	ECTS Value
SKI-201	Marketing and Communication in Healthcare Institutions	3-0-3	6
Prerequisite Courses:	None		
Course Language:	Turkish	**Teaching Style:**	Face to face
Course Type and Level:	Compulsory/Fall Semester/Associate Degree		

Title, Name and Surname of the Course Instructor	Class Hours	Office Hours	Communication
Lecturer Mehmet ŞENGÜL	Monday 10.15-12.40	Monday 09:45-10.15 10:30:10:45	mehmetsengul@cag.edu.tr
Course Coordinator:	Lecturer Mehmet ŞENGÜL		

Purpose of the Course

Course Learning Outcomes	Students who successfully complete this course;	Relationships: Program Outcomes	Relationships: Net Contribution
1	Relates marketing and communication concepts to basic management and organizational processes in healthcare institutions.	1,8	5,4
2	Can plan and implement patient relations, public relations and satisfaction management processes in the healthcare sector.	2,7,9	5,4,4
3	Develops appropriate communication strategies by observing ethical principles, patient rights and relevant legislation in health communication.	3,9	5,4
4	Creates marketing plans in healthcare institutions and develops strategies by analyzing target audience and market.	1,4,7	5,5,4
5	Uses social media and digital marketing tools effectively for healthcare institutions.	5,8	5,5

Course Content:	This course comprehensively covers marketing and communication processes in healthcare institutions. It focuses on the fundamentals of marketing in healthcare, target audience analysis, positioning, brand management, patient satisfaction, and complaint management, as well as digital marketing, social media management, and public relations practices. Ethical principles, patient rights, and relevant legislation in healthcare communication are examined. Students have the opportunity to develop marketing plan development, crisis communication management, and team communication skills. The course aims to put theoretical knowledge into practice through case studies, group work, and project presentations.

Course Contents: (Weekly Lesson Plan)

Week	Subject	Preparation	Teaching Methods and Techniques
1	Introduction and Course Introduction	None	Systematic explanation
2	Marketing Fundamentals	Lesson presentation	4P analysis is performed in a sample hospital.
3	Marketing in Healthcare	Essential reading on marketing in	Systematic explanation and giving examples

		healthcare	
4	Fundamentals of Communication in Healthcare	Lesson presentation	Role playing in the classroom (communication between doctor, nurse and patient)
5	Corporate Communications	Lesson presentation	Systematic explanation, discussion
6	Patient Relations and Satisfaction Management	Lesson presentation, video examples	Designing a sample survey (about patient satisfaction)
7	Digital Marketing and Social Media	Course presentation, reading articles on digital marketing	Systematic explanation, review of a health institution's social media account
8	Midterm Exam		
9	Midterm Exam		
10	Brand Management in Healthcare	Lesson presentation	Students are asked to choose a healthcare brand and conduct a SWOT analysis.
11	Public Relations and Community Communication	Lesson presentation	Systematic explanation and discussion
12	Ethical Principles and Legal Regulations	Course presentation, legal legislation review	A systematic explanation and examination of the legislation regarding health advertising in Turkey.
13	Strategic Marketing Planning	Lesson presentation	Systematic explanation and discussion
14	International Health Marketing	Lesson presentation and class discussion	Systematic explanation and giving examples
15	International Health Marketing	Lesson presentation and class discussion	Preparing a short campaign proposal for health tourism.
16	General Evaluation	General Evaluation	General Evaluation
17	Final Exam		
18	Final Exam		

Resources for the Course

Textbook:	Presentations prepared by the faculty member
Recommended Resources:	Marketing in Healthcare/Şükran Karaca, Beta Publishing, 2023.

Course Assessment and Evaluation

Events	Number	Contribution	Notes
Midterm Exam	1	%40	Written examination
Final	1	%60	Comprehensive written exam

ECTS Table

Contents	Number	Hour	Total
Lesson duration	**14**	**3**	42
Out-of-Class Work	**14**	**3**	42
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	**1**	**35**	35
Final Exam (Final Exam Duration + Final Exam Preparation)	**1**	**50**	50
		Total:	169/30=5,6

Total / 30:	6
ECTS Credits:	6