



SUBJECT OUTLINE

1. Programme of study description

1.1.	"CAROL DAVILA" UNIVERSITY OF MEDICINE AND PHARMACY
1.2.	THE FACULTY OF MEDICINE / 3 Preclinical Department- Complementary Sciences
1.3.	DISCIPLINE Health Care Marketing and Medical Technology
1.4.	DOMAIN OF STUDY: Healthcare – regulated sector within the EU
1.5.	CYCLE OF STUDIES: BACHELOR'S DEGREE
1.6.	PROGRAMME OF STUDY: MEDICINE

2. Subject description

2.1.	Name of the subject within the discipline: Health Care Marketing						
2.2.	Location of the discipline: Marketing Amphitheatre, 8 Eroii Sanitari Bld., district 5, Bucharest						
2.3.	Course tenured coordinator: Purcărea Victor Lorin Radu Andra-Victoria Vîrgolici Horia Gheorghe Iuliana Raluca Gherghiceanu Florentina						
2.4.	Practicals/clinical rotations tenured coordinator: Gheorghe Consuela Mădălina Chichirez Cristina Răducu Raluca Cristina Soare Traian						
2.5. Year of study	I	2.6. Semester	I and II	2.7. Type of assessment	Written exam	2.8. Subject classification	Mandatory

3. Total estimated time (hours/semester of didactic activity) – teaching module

Number of hours per week	4	Out of which: course	2	Clinical rotation	2
Total number of hours from curriculum	28	Out of which: course	14	Clinical rotation	14
Distribution of allotted time					Hours
Study from textbooks, courses, bibliography, and student notes					
Additional library study, study on specialized online platforms and field study					
Preparing seminars / laboratories, assignments, reports, portfolios and essays					
Tutoring					
Examinations					
Other activities					
Total hours of individual study					
Number of credit points					2

4. Prerequisites (where applicable)

4.1. of curriculum	Not the case
4.2. of competencies	Not the case



5. Requirements (where applicable)

5.1. for delivering the course	<ul style="list-style-type: none"> • Computer equipment and software for multimedia presentations • Internet connection • Students will not disrupt the course with discussions unrelated to the subject of the course, use of mobile phones or other electronic devices, except when taking notes or when requested to do so as part of course interaction. • Students should not be late for the courses, as this proves disruptive to the educational activity. • Protecting the intellectual property of the syllabus and all auxiliary materials distributed to students by the course tenure coordinator.
5.2. for delivering the practical lessons	<ul style="list-style-type: none"> • Computer equipment and software for multimedia presentations. • Printed materials with case studies, textbook and other materials. • The deadline for submitting the project is set by the practical lessons tenure coordinator in accordance with the students. Requests for postponement are only accepted for objectively well-founded situations. • In case of late submission of projects, the final grade will be minimized by 10% .

6. Acquired specific competencies

Professional competencies (expressed through knowledge and skills)	<ol style="list-style-type: none"> 1. Knowledge about the concepts of health and the health system; 2. Acknowledging and understanding the role of health care marketing in medical practice as the most effective form of knowing the needs of the patients/ health care consumers; 3. Knowledge of concepts and theories regarding the effective implementation of marketing in health care services; 4. Building the scientific basis of the students in order to form a professional reasoning regarding the marketing activity at the level of a medical organization and the social implications of this activity; 5. The ability to identify and analyze the particularities of health care services and their social role; 6. The ability to know and analyze the marketing environment in the case of medical organizations; 7. The ability to properly apply segmentation techniques in the case of health care services and for the consumers of these services; 8. The ability to identify the specific nature of the
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	<p>marketing activity in the medical field as well as the implementation difficulties;</p> <p>9. The ability to use marketing research techniques and tools in order to increase the quality of services offered to consumers of medical services;</p> <p>10. The ability to develop the marketing mix of a medical organization by acquiring the skills of knowledge, analysis, synthesis and evaluation of some practical situations;</p> <p>11. The ability to analyze and evaluate ethical situations in the implementation of marketing in medical services;</p> <p>12. The ability to evaluate and implement optimal strategies and methodologies for solving problems in health care marketing based on pros and cons arguments or a SWOT analysis;</p> <p>13. Acquiring specific skills for the dual role of doctor and marketing specialist.</p>
Transversal competencies (of role, of professional and personal development)	<p>1. Stimulating concerns for professional improvement by exemplifying the social role and training critical thinking skills;</p> <p>2. Stimulation of involvement in scientific activities, such as the development of scientific articles and participation in specialized conferences addressed to students;</p> <p>3. Training in teamwork, communication, socialization and interaction skills;</p> <p>4. Formation of continuous learning skills through research and individual learning;</p> <p>5. Knowledge of the marketing information system (SIM), the training of computer skills (ICT), digital and entrepreneurial and the advantages of using the SIM;</p> <p>6. Identifying training opportunities in marketing activity by developing the ability to analyze the activity of a medical organization, respectively, by effectively using the skills to develop and implement marketing policies and strategies in health care;</p> <p>7. Knowledge of the fundamental ethical values necessary for the applicability of marketing in health services and in the medical profession.</p>

7. Subject learning objectives (based on the scale of acquired specific competencies)

7.1. General learning objective	<p>Developing the skills and competencies necessary for the effective use of specific marketing concepts in the context of health services, increasing their quality and, implicitly, their social effectiveness. Thus, the discipline aims to acquire the main concepts related to the specifics of the instruments, policies and marketing strategies used in the medical field, its social role, as well as the presentation of the characteristics of the Romanian health services and their integration in the context of the current trends of the health system by students. Moreover, the discipline aims to provide an adequate education to students in the training of skills as future marketing specialists, starting from the correspondence between the expectations of patients, on the one hand, but also of medical staff and</p>
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	health facilities, respectively.
7.2. Specific learning objectives	<ul style="list-style-type: none"> • Providing the opportunity to gain a critical understanding of the relationship between theory and practice of Healthcare Marketing and its social impact. • Developing an understanding of how Health Care Marketing addresses health practices and health opportunities, and above all, increasing the quality of medical services provided to patients/ health care consumers. • Applying a critical and analytical approach regarding the principles and practices of promoting medical services; • Development of the knowledge, skills (including ethics) and experience necessary to position the patient at the center of the medical activity; • Obtaining performance in medical marketing by focusing on obtaining useful results in accordance with the requirements of the health care market, understanding the standards and evaluation methods, reviewing and applying the necessary measures; • Orientation towards students in relation to the necessary counseling and appropriate career guidance from a marketing perspective, but in accordance with the development of technology, the Internet, the patients' search for online information about health services and interpersonal communication in electronic environments (eWOM).

8. Content

8.1. Topics of the Course	Teaching methods	Observations Measure unit= 1 course
Course 1- The Health concept <ul style="list-style-type: none"> • Defining the concept of health • Dimensions of health and influencing factors • Types of human and health needs • Types of marketing associated with the needs of consumers of health care services 	Lecturing, debates and interactive presentations, according to the analytical program, using information and examples from the scientific literature, in Microsoft Powerpoint and AVI format.	1
Course 2- The health system <ul style="list-style-type: none"> • Definitions of the health system • The particularities of the health system • The structure of a health system • Methods of financing a health system • Characteristics of the health system in Romania 		1
Course 3- Health Care services <ul style="list-style-type: none"> • Definitions and characteristics of services • Services functions • Classification of services • Evaluation of services • Health services: definitions, functions, characteristics • Classification of health services • Particularities of health services 		1
Course 4- The Marketing concept <ul style="list-style-type: none"> • Definitions of marketing • Features of Marketing • The currents of Marketing • The evolution of the Marketing concept • The particularities of Marketing 		1



Course 5-6- The concept of Marketing in health care services <ul style="list-style-type: none">• Defining Health Care Marketing regarding its purpose and utility• Stages of the evolution of Marketing in health care services• Development factors of Health care Marketing• The particularities of Health Care Marketing• Functions of Health care Marketing• The role of staff in Health care Marketing• Patient orientation in Health care Marketing	2
Course 7-8- The Health Care Social Marketing <ul style="list-style-type: none">• Definitions of Social Marketing• The evolution of the Health Care Social Marketing• Characteristics of Health Care Social Marketing• Social marketing campaign in health services• Stages of a social marketing campaign in health services• Monitoring and reporting the results of a social marketing campaign in health services• Examples of Health care Social Marketing campaigns in Romania	2
Course 9-10- Marketing Research in Health Care <ul style="list-style-type: none">• Marketing research: definitions and classification• The importance of Marketing Research in health care services• Methods of obtaining information in health care services• Methodology of Marketing research in health care services• The role of the marketing information system in health care services	2
Course 11-12- Health Care Marketing policies and strategies <ul style="list-style-type: none">• Defining marketing strategies and policies• The content of marketing strategies in health care services• The marketing mix in health care services• The Product policy in health care services• The Price policy in health care services• The Placement policy in health care services• The Promotion policy in health care services- The promotional mix in health care	2



<ul style="list-style-type: none"> • The Personnel policy in health care services 		
Course 13-14- Applying online marketing concepts to health care <ul style="list-style-type: none"> • The concept of Online Marketing. Definitions and aim • Characteristics of Online Marketing • Differences between Online Marketing and Traditional Marketing • Applying the characteristics of Online Marketing in health care services • Interpersonal communication in the Online (Electronic Word of Mouth) • Advantages and disadvantages of online patient communities (POCs) 		2
8.2. Topics of the practical lessons	Teaching methods	Observations Measurement Unit= 1 practical lesson
PL 1- The concept of health Maslow's pyramid. Lifestyle. Factors influencing the dimensions of health. Examples.	Debates and interactive presentations, brainstorming, teamwork, case studies according to the analytical program, using information from the specialized literature, examples using the conclusions of specialized studies, in Microsoft Powerpoint and AVI format.	1
PL2- The health system The relationships that are established within a health system. The advantages and disadvantages of the health system in Romania. The role of managers in health systems from a marketing perspective. Main Responsibilities of Health Care Organizations. Examples.		1
PL3- The concept of health services Quality in health care services. Categories of health services. Evaluation of health services. Case Study. Examples.		1
PL4- The Marketing concept Identifying the stages of Marketing evolution and its particularities. Examples for services and goods.		1
PL5-6- The concept of Marketing in health care services The specificity of Health Care Marketing. Identifying the factors that determined the evolution of Marketing in health care in Romania. The need for Health Care Marketing in Romania. Patient orientation of Healthcare Marketing in Romania. Examples.		2



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PL7-8- The concept of Health Care Social Marketing Exemplifying the particularities of Social Marketing on a health campaign in Romania. Identifying the stages of a Health Care Social Marketing campaign. Methods to control and report the results of the Social Marketing campaign.		2
PL9-10- Marketing Research in Health Care services Determine how to obtain information in Health Care Marketing Research. Exemplification of the implementing Marketing Research principles in health care services.		2
PL11-12- Marketing policies and in health care services In-depth applicability of health care marketing strategies and policies for the group project. Examples.		2
PL13-14- Applying Online Marketing concepts in health care services. Identifying the advantages and disadvantages of electronic word-of-mouth (eWOM) and online patient communities from both the perspective of the physician and the potential consumer of health care services. Case Study.		2

Bibliography for course and practical lessons

- **Purcărea Victor Lorin (Editor)- Health Care Marketing- University Course for 1st year students in Carol Davila University of Medicine and Pharmacy, Carol Davila University Press, Bucharest, 2020.**
- **Purcărea Victor Lorin, Gheorghe Iuliana-Raluca, Gheorghe Consuela-Mădălina- HEALTH CARE MARKETING, Multiple Choice & Open Questions for the self-assessment of 1st year students in "Carol Davila" University of Medicine & Pharmacy, Carol Davila University Press, Bucharest, 2020.**

9. Corroboration of the subject content with the expectations of the representatives of the epistemic community, professional associations, and major employers in the field of the programme of study

The content of the discipline is consistent with the proposals found in other universities in the country, but with an economic profile, and from abroad with a medical profile and with the European information in the field, presented annually at the Marketing Academy Congress of the United Kingdom (to which the discipline has a constant participation). The didactic units both at the level of the courses and the practical lessons are built on the basis of case studies and real examples that highlight the genuine side of Health Care Marketing.



10. Assessment

Type of activity	Assessment criteria	Assessment methods	Assessment weighting within the final grade
Course	Clarity, coherence, exemplification quality of concepts specific to Health Care Marketing	Mixed written exam Thus, an exam includes 2 sections, as follows: <ul style="list-style-type: none">• First section- multiple choice questions<ul style="list-style-type: none">- 5 with 1 possible answer- 5 with multiple answers• Second section- an open question	70%
Practical lessons	Coherence, originality and clarity of the group project in the usage of marketing strategies and policies in the assigned medical specialty	Oral presentation The evaluation criteria for projects are: <ul style="list-style-type: none">• Name of the health care organization• Logo of the health care organization• Social marketing campaign specific to the health care organization's specialty• The external and internal aspects of health care organization• Geographical location of the health care organization• Equipment and medical equipment corresponding to the specialty of the health care organization• Product policy of the health care organization• Price policy of the health care organization• Distribution policy of the health care organization• The promotion policy	20%



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		of the health care organization • Personnel policy of the health care organization • The budget allocated for the opening of the health care organization. Fairness and truthfulness in its conception • The rentability of the health care organization • Originality, fluency and attractiveness of oral presentation	
	Participation in practical lessons	Meeting the practical lessons' attendance criterion of min. 70%	10%

Minimum standard performance

- To pass the written exam, it is necessary to obtain a final grade of at least 5 (five) both in the practical lessons and in the written exam.
- Attendance in the practical lessons must be at least 70%.
- Presentation of the group project within the practical lessons.

Date of filing

18.10.2022

Signature of the course tenured coordinator

DEPARTAMENTUL DE MEDICINA
DEPARTAMENTUL DE MEDICINA

Signature of the seminar tenured coordinator

UNIVERSITATEA DE

Date of approval in the Council of the Department:

27.10.2022

Signature of the Head of the Department