



## SUBJECT OUTLINE

### 1. Programme details

1.	"CAROL DAVILA" UNIVERSITY OF MEDICINE AND PHARMACY
1.2.	FACULTY OF MEDICINE
1.3.	DEPARTMENT: 3 PRECLINICAL (COMPLEMENTARY SCIENCES)
1.4.	DISCIPLINE: Marketing and Medical Technology (ENGLISH)
1.5.	FIELD OF STUDY: HEALTH
1.	STUDY YEAR: BACHELOR DEGREE
1.7	STUDY PROGRAM: MEDICINE

### 2. Information about the subject

2.	Name of the subject: Marketing and Medical Technology				
2.	Subject code: DC I 8 S1M				
2.3	Type of subject (DF/DS/DC): DC				
2.	Subject code (DOB/DOP/DFA): DOB				
2.5	Course tenured coordinator: Iuliana Raluca Gheorghe, senior lecturer Horia Vîrgolici, senior lecturer				
2.	Practical lesson tenured coordinators: Ioachim Marinela, assistant professor Soare Traian, assistant professor Nistor Raluca, assistant professor				
2.7. Year of study	1	2.8. Semester	1 and 2	2.9. Type of assessment (E/C)	C

### 3. Total estimated time (hours/semester of teaching and preparation/individual study)

<b>I. University preparation (teaching, practical application, assessment)</b>						
3.1. Number of hours per week	2	of which:	3.2. course	1	3.3. practical lesson	1
3.4. Total hours in the curriculum	28	of which:	3.5. course	14	3.6. practical lesson	14
Assessment (number of hours): 28						
<b>II. Preparation/individual study</b>						
Time allocation						hours
Study of course materials, textbooks, books, study of the minimum recommended bibliography						6
Additional research in the library, research via the internet						6
Preparing specific activities for the project, practical work, assignments, reports						8
Preparation for presentations or tests, preparation for final exam						8
Consultations						4

<b>Other activities</b>	-
<b>3.7. Total hours of individual study</b>	32
<b>3.9. Total hours per semester (3.4.+ 3.7.)</b>	60
<b>3.10. Number of credits</b>	2

#### 4. Prerequisites (where applicable)

<b>4.1. of curriculum</b>	Not applicable
<b>4.2. of competencies</b>	Not applicable

#### 5. Requirements (where applicable)

<b>5.1. for teaching the course</b>	<ul style="list-style-type: none"> <li>• Computer equipment and software for multimedia presentations</li> <li>• Internet connection</li> <li>• Students shall not disrupt the course by engaging in interpersonal discussions, using mobile phones or other electronic devices, except when taking notes or when requested to do so as part of the course interaction.</li> <li>• Student are not allowed to be late for the courses, as it proves disruptive to the educational process.</li> <li>• Protecting the intellectual property of the course holder's syllabus and all auxiliary materials distributed to students.</li> </ul>
<b>5.2. for teaching the practical lesson</b>	<ul style="list-style-type: none"> <li>• Computer equipment and software for multimedia presentations</li> <li>• Internet connection</li> <li>• Printed materials with case studies, and other teaching materials</li> <li>• The deadline for submitting the project is set by the practical lesson's tenured professor in agreement with the students. Requests for postponement will only be accepted for reasonable reasons.</li> <li>• Students are required to attend the group project presentation. Failure to attend the project presentation will result in the loss of points for the project.</li> <li>• In the case of late submission of projects, 0.5 points will be deducted.</li> </ul>

## 6. Learning outcomes\*

Knowledge	Skills	Responsibility and autonomy
<ul style="list-style-type: none"> <li>• The student/graduate describes, explains, and identifies basic concepts related to health and the health system.</li> <li>• The student/graduate describes, explains, and identifies the role of health care marketing in medical practice, as the most effective way of understanding health care consumers' needs and desires.</li> <li>• The student/graduate describes and explains the concept of health care marketing research.</li> <li>• The student/graduate describes, explains, and identifies the policies of the health care marketing mix.</li> <li>• The student/graduate describes and explains the concepts of online marketing, social marketing, experiential marketing, and neuromarketing in health care and identifies the tools used by online marketing in health care.</li> </ul>	<ul style="list-style-type: none"> <li>• The student/graduate analyzes the particularities of health care services and their social role.</li> <li>• The student/graduate demonstrates and implements the policies of the health care marketing mix in a correct, appropriate, and effective manner.</li> <li>• The student/graduate identifies the specific nature of the marketing activity in the medical field, as well as the difficulties of its implementation.</li> <li>• Students/graduates demonstrate the ability to use marketing research techniques and tools to improve the quality of health care services.</li> <li>• Students/graduates demonstrate the ability to evaluate and implement optimal strategies and methodologies for solving problems in health care marketing based on pros and cons.</li> <li>• The student/graduate demonstrates the acquisition of specific skills related to the dual role of physician and marketing specialist.</li> </ul>	<ul style="list-style-type: none"> <li>• The student/graduate designs, plans, and applies marketing strategies, identifying the training opportunities in health care marketing.</li> </ul>

## 7. Subject learning objectives (correlated with learning outcomes)

<p><b>7.1. General objective</b></p>	<p>Developing the skills and competencies necessary for the appropriate and effective use of marketing concepts in the context of health services, improving their quality and, implicitly, their social effectiveness. Thus, the subject aims at teaching students the main concepts related to the specific marketing tools, policies, and strategies used in the health care field, its social role, as well as to present the characteristics of the Romanian health care services and their integration in the context of current trends in the health care system. Furthermore, the subject aims at providing students with an adequate education in developing their skills as future marketing specialists, based on the identification of the</p>
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	patients' needs, on one hand, and of the medical personnel and health organizations, on the other hand.
<b>7.2. Specific objectives</b>	<ul style="list-style-type: none"> <li>• To provide the opportunity to gain a critical understanding of the relationship between health care marketing theory and practice and its social impact.</li> <li>• To develop an understanding of how health care marketing addresses health practices and health opportunities, and to improve the quality of health care services offered to patients.</li> <li>• To apply a critical and analytical approach to the principles and practices of promoting medical services.</li> <li>• To develop the knowledge, skills (including ethical skills), and experience necessary to place the patient at the center of the medical act;</li> <li>• To achieve performance in health care marketing by focusing on obtaining useful results in line with the requirements of the health care market, understanding standards and how to measure, review, and implement the appropriate actions;</li> <li>• To focus on students in terms of providing the necessary counseling and appropriate career guidance from a marketing perspective, but in line with developments in technology, the internet, the continuous evolution of the usage of online health service information and electronic word-of-mouth (eWOM) by health care consumers.</li> </ul>

## 8. Contents

<b>8.1. Course</b>	<b>Teaching methods</b>	<b>Observations Unit of measurement Course hours</b>
<b>1. The concept of health and the health system:</b> Defining the concept of health, Dimensions of health, Factors influencing health, Health needs, Defining the health system, Objectives of a health system, The health system in Romania	Interactive course, debate, and interactive presentation according to the curriculum, using information from the literature, examples using the conclusions of case studies, through multimedia tools in Microsoft PowerPoint and AVI formats for movies with an educational approach.	1
<b>2. The concept of marketing:</b> Defining the concept of marketing, Key concepts of marketing, The difference between the concept of marketing and that of sales, Marketing management philosophies, Operational marketing concepts, The marketing mix		1
<b>3. Health care marketing:</b> Conceptualization of marketing in health care, Functions of health care marketing, Elements of marketing activity in health care, Ethical principles in health care marketing		1

<p><b>4. Health care marketing research:</b> Defining marketing research, The nature of marketing research, The managerial value of marketing research for strategic decision-making, Market trends in marketing research, Aspects of health care marketing research</p>		1
<p><b>5. Product policy in health care organizations:</b> Defining the product in health care, Classification of the product in health care, Product strategies in health care</p>		1
<p><b>6. Pricing policy in health care organizations:</b> Defining price in health care, Forms of payment for health care services, Price strategies in health care. Ethical principles in setting the price in health care services</p>		1
<p><b>7. Distribution policy in health care organizations:</b> Defining distribution in health care, Content of distribution policy in health care</p>		1
<p><b>8. Promotion policy in health care organizations:</b> Specific features of the communication process, Coordinates of organizational communication, Organizational communication in health care, Integrated marketing communication in health care, Ethical principles in health care marketing communication</p>		1
<p><b>9. Personnel policy in health care organizations:</b> Definition, purpose, and main objective, The role of human resources in health care organizations, Recruitment and selection of personnel in healthcare, Motivating the health care personnel</p>		1
<p><b>10. Online marketing in health care:</b> Impact of the Internet on marketing, Concept of online marketing in health care services, Comparison between online marketing and traditional marketing in health care services, Consumer behavior in health care services in the online environment</p>		1
<p><b>11. Social marketing in health care:</b> Definition of social marketing, Specific features of social marketing in public health, Social marketing mix</p>		1
<p><b>12. Experiential marketing in health care:</b> Defining the concept of experiential marketing, Defining the concept of experience, Performance in experiential marketing in health care</p>		1

<p><b>13. eWOM in health care:</b> The concept of WOM, The concept of e-WOM, Fundamental aspects of the e-WOM communication process, Factors influencing the sender in e-WOM communication</p>		1
<p><b>14. Neuromarketing in health care:</b> The emergence and evolution of neuromarketing, The human brain as a starting point in neuroscience, The importance of neuromarketing in health care in Romania, Ethical principles in neuromarketing</p>		1
<p><b>8.2. Practical lesson</b></p>	<p><b>Teaching methods</b></p>	<p><b>Observations</b> <b>Unit of measurement</b> <b>Practical lesson hours</b></p>
<p><b>1. The concept of health and the health system</b> Lifestyle. Identifying lifestyle elements. Lifestyle components. Characteristics of the health care system. Classification of health care systems. Health care system models. Case studies and examples</p>	<p>Interactive practical lesson, debate and interactive communication, using information from the literature, examples using the conclusions of academic studies and using multimedia tools in Microsoft Powerpoint and AVI formats for watching movies with an educational approach.</p>	1
<p><b>2. The concept of marketing</b> The evolution of the concept of marketing. Defining features of marketing. Identifying marketing functions. Segmentation, targeting, and positioning in marketing. Strategic marketing planning. The role of marketing in strategic planning. Case studies and examples</p>		1
<p><b>3. Health care marketing</b> The evolution of marketing in health care. The evolution of marketing in health care in Romania. The particularities of health care marketing. The marketing mix in health care, case studies and examples.</p>		1
<p><b>4. Research in health care marketing:</b> The importance of marketing research. Identifying and describing the stages of marketing research. Methods of predicting information in health care marketing. Case studies and examples</p>		1
<p><b>5. Product policy in health care organizations:</b> Identifying product characteristics in health care. Identifying strategic options in health care product policy. Case studies and examples</p>		1
<p><b>6. Price policy in health care organizations:</b> The content and role of price in developing price strategies in health care. Value, quality, and price in the perception of health care consumers. Strategic options in health care. Examples and case studies.</p>		1

<p><b>7. Distribution policy in health care organizations:</b> Identifying distribution strategies used in health care. Case studies and examples</p>		1
<p><b>8. Promotion policy in health care organizations:</b> Identifying marketing communication tools in health care. Case studies and examples.</p>		1
<p><b>9. Personnel policy in health care organizations:</b> Specific features of the personnel policy in health care. Stages of the human resources recruitment process. Performance evaluation of health care personnel. Case studies and examples</p>		1
<p><b>10. Online marketing in health care:</b> Factors influencing the development of online marketing. Components of the online marketing microenvironment. Components of the online marketing macroenvironment. Activities and tools specific to online marketing in health care services. Description of the main online marketing tools used in health care services. Case studies and examples</p>		1
<p><b>11. Social marketing in health care:</b> Social marketing and social change. The applicability of social marketing in health care. Social marketing campaigns in health care at national and international level. Case studies and examples</p>		1
<p><b>12. Experiential marketing in health care:</b> The experiential marketing model in health care. Experiential marketing strategies in health care. Case studies and examples</p>		1
<p><b>13. eWOM in health care:</b> Characteristics of e-WOM. The sender and receiver in the e-WOM communication process. The message in the e-WOM communication process. Case studies and examples</p>		1
<p><b>14. Neuromarketing in health care:</b> Neuroimaging techniques used in neuromarketing. Neuromarketing campaigns. Case studies and examples</p>		1
<p><b>Recent bibliography:</b></p> <p><b>A. Mandatory references</b></p> <ol style="list-style-type: none"> <li>1. Purcărea Victor Lorin, Radu Andra-Victoria – Health care Marketing – University Course for 1<sup>st</sup> year students – 4th revised and expanded edition, Carol Davila University Press, 2024</li> <li>2. Purcărea Victor Lorin, Radu Andra-Victoria – Health care Marketing. Multiple choice questions and control questions for 1<sup>st</sup> year students – 2nd edition, Carol Davila University Press, 2024</li> </ol> <p><b>B. Optional references</b></p> <ol style="list-style-type: none"> <li>1. Thomas, Richard K. Marketing Health Services, Fifth Edition (2024)</li> </ol>		

## 9. Assessment

Type of activity	9.1. Assessment criteria	9.2. Assessment methods	9.3. Assessment weighting in the final grade
9.4. Course	Clarity and consistency of concepts specific to health care marketing	<p>Multiple-choice written exam</p> <p>An exam consists of two sections, as follows:</p> <ul style="list-style-type: none"> <li>• First section—multiple-choice questions               <ul style="list-style-type: none"> <li>- 5 questions with one possible answer</li> <li>- 5 questions with multiple possible answers</li> </ul> </li> <li>• Second section—one open question</li> </ul>	70%
9.5. Practical lesson	Coherence, originality, and clarity of the group project in using the marketing strategies and policies of the assigned medical specialty	<p>Oral presentation</p> <p>The criteria of evaluating the project are:</p> <ul style="list-style-type: none"> <li>• The name of the health care organization</li> <li>• The logo of the health care organization</li> <li>• The Social Marketing campaign for the assigned health care organization</li> <li>• The exterior design of the health care organization</li> <li>• The geographic location of the health care organization</li> <li>• Equipment and devices of the health care organization</li> <li>• The Product Policy of the health care organization</li> <li>• The Price Policy of the health care organization</li> <li>• The Distribution Policy of the health care organization</li> <li>• The Promotion Policy of the health care organization</li> <li>• The Personnel Policy of the health care organization</li> <li>• The allocated budget for funding the health care organization</li> </ul>	20%

		<ul style="list-style-type: none"> <li>• The correctness and realism in building the health care organization</li> <li>• The rentability of the health care organization</li> <li>• The originality, fluency and attractiveness of the oral presentation of the health care organization</li> </ul>	
	Participation in practical activities	A minimum of 70% participation at the practical lessons	10%
<b>9.6. Minimum performance criteria</b>			
<ul style="list-style-type: none"> <li>• To pass this subject, a final grade of at least 5 (five) is required.</li> <li>• Attendance at the practical lessons must be at least 70%.</li> <li>• The presentation of the group project during the assigned practical lessons is mandatory for all students of a group; the absence of a student will result in the student not receiving the points for the project.</li> </ul>			

**Date of filling:**  
**15.09.2025**

**Signature of the course tenured coordinator**  
**Senior Lecturer Iuliana Raluca Gheorghe**

**Signature of the practical lessons coordinators**  
**Assistant Professor Ioachim Marinela**

**Senior Lecturer Horia Vîrgolici**

**Assistant Professor Soare Traian**

**Assistant Professor Nistor Raluca**

**Date of approval in the Department Committee:**

**Signature of the Head of the Department**

**Prof. Dana Galieta Mincă**