Contact Information
Gene Pinder
Email1 – gpinder7@gmail.com (Do not use UNC email address given to me. I never access it)
Email2 – gpinder@medaptus.com

Phone: (919) 578-5712

Course Overview
The purpose of this course is to provide a comprehensive overview of the strategies and tactics of marketing and communications, especially as it applies to public health and healthcare. There are number of misconceptions and myths surrounding marketing. This course is intended to provide students with a much better understanding of the field, so that they can not only use marketing and communications for effective public health and healthcare promotion, but can also combat efforts that block or hinder such efforts. It is not intended to be the definitive course, but rather a strong foundation. The skills and knowledge gained in this course can literally be applied to any situation at any time for just about any reason.

Course Approach
The approach to this course will be a combination of lecture, class discussion, assignments and readings each week.

Course Objectives

1. Understand the principles and strategy of marketing and communications (including positioning and targeting) in order to be able to communicate effective public health science to diverse stakeholders in order to influence behavior and policies. CEPH Competency: Develop and produce a strategic marketing and communications plan or audit.

2. Understand and be able to apply quantitative and qualitative market research techniques in order assess an audience’s knowledge and learning needs. CEPH Competency: Develop and produce a market research instrument.

3. Understand and be able to apply “best practices” in delivering presentation material for training or educational purposes in a variety of academic, professional
organizational or community settings. **CEPH Competency:** 
*Develop and produce a presentation.*

4. Understand and be able to apply “best practices” as it applies to digital marketing, including the use of search engine optimization, paid search advertising, content marketing, analytics and social media. **CEPH Competency** 
*Develop and produce a website.*

**Course Materials**
There is no required textbook for this course. Instead, selections from a number of different books and articles will be used to complement group discussion and lectures. You are welcome to read all or as much of the reading assignments ahead of time as you like.

**Course Assignments**
Course assignments will consist of:
1. Selected readings of articles or case studies
2. Specific tasks or projects related to a particular marketing or communications subject.

**Final Assignment**
The final assignment will be a choice of two options – (1) a marketing/communications audit/plan of a particular public health or healthcare environment of your own choosing or (2) a marketing/communications audit/plan of a hypothetical situation as provided by the instructor.

**Schedule of Topics**

I. INTRODUCTION & STRATEGY
Week #1 – Overview/Introduction to Marketing/Strategy
Week #2 – Targeting/Positioning/Branding/Consumer Marketing/Persuasion
Week #3 – Marketing Communications/Market Research/Pricing

II. DIGITAL MARKETING
Week #4 – Website Development/Analytics
Week #5 – Search Engine Optimization/Paid Search
Week #6 – Content Marketing/Video & Audio
Week #7 – Social Media

III. COMMUNICATIONS
Week #8 – PR/News/Crisis Communications
Week #9 – Presentations
Week #10 – Direct Sales/Persuasion/Mass Communications
**Grading**
The course grade will be based on three elements:
1. Classroom participation **20%**
2. Classroom assignments **20%**
3. Final assignment **60%**

What will it take to get a superlative grade? It will take a high level of classroom participation, superior results with classroom assignments, and a final assignment that "knocks my socks off." In other words, it is simply a cut above everyone else and thus worthy of the higher grade.

**Final Comments**
Because this is a graduate-level course and you are doctoral students, you can expect a fair amount of reading. The good news, however, is that much of the reading is fairly short. I don't expect the reading load to be anything you can't handle. You should ALSO have ample time to still prepare for your comps.

**Course Dates and Times**
May 24 5:30 p.m.
May 31 5:30 p.m.
June 7 5:30 p.m.
June 14 NO CLASS
June 21 5:30 p.m.
June 28 5:30 p.m.
July 5 5:30 p.m.
July 12 5:30 p.m.
July 19 NO CLASS
July 26 5:30 p.m.
August 2 5:30 p.m. LAST CLASS

**University of North Carolina at Chapel Hill Honor Code**
The principles of academic honesty, integrity, and responsible citizenship govern the performance of all academic work and student conduct at the University as they have during the long life of this institution. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in the Code of Student Conduct and a respect for this most significant Carolina tradition. Your reward is in the practice of these principles.

Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. Academic dishonesty in any form is unacceptable, because any breach in academic integrity, however small, strikes destructively at the University's life and work.
If you have any questions about your responsibility or the responsibility of faculty members under the Honor Code, please consult with someone in either the Office of the Student Attorney General (966-4084) or the Office of the Dean of Students (966-4042).

Read “The Instrument of Student Judicial Governance” (http://instrument.unc.edu).