

HPM 962

Marketing & Communications for Health Leaders:

DrPH Program, Summer 2018
Instructor: Gene Pinder

Contact Information

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Please feel free to contact me directly at any time with any questions or concerns.

Course Overview

The purpose of this course is to provide a comprehensive overview of the strategies and tactics of marketing and communications as it applies to public health and healthcare.

Marketing is filled with numerous misunderstandings and myths, and much of the work that's done by people in the industry simply doesn't work. That is, it doesn't accomplish stated or even unstated goals.

This class is intended to break down those myths and misunderstandings and build up a reservoir of understanding and skills that can be applied by each student, regardless of his or situation or circumstances.

Course Approach

The approach to this course will be a combination of lecture, class discussion, assignments and readings each week. It's also intended to be hands-on and immersive.

Course Objectives

This course's four primary objectives are as follows:

1. To understand the principles and strategies of marketing and communications in order to communicate effective public health science to diverse stakeholders in order to influence behavior and policies.
2. To understand and be able to apply quantitative and qualitative market research techniques in order to assess an audience's knowledge and learning needs
3. To understand and apply "best practices" in delivering presentation material for training or educational purposes in a variety of academic, professional

- organizational or community settings.
4. Understand and be able to apply “best practices” as it applies to digital marketing

These objectives will satisfy CEPH competency through the following assignments and tasks:

1. Develop and produce a strategic marketing and communications plan or audit.
2. Develop a market research instrument
3. Develop marketing communications presentation material
4. Develop a digital marketing campaign

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. The list of required readings is at the bottom of this syllabus.

Course Assignments

Course assignments will consist of:

1. Selected readings of articles or case studies
3. 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. Marketing/communications audit/plan of a particular public health or healthcare environment of your own choosing (*Typically the preferred choice*)
2. Marketing/communications audit/plan of a hypothetical situation as provided by the instructor.

You will build the Final Assignment as we progress through the course. This is a departure from previous classes, where most of the work was done at the end of the course schedule. Naturally, this put a tremendous strain on students as they finished up coursework and prepared for their comps or defended their dissertation. As a result, we’re going to do it as we go along—which makes more sense anyway since you’ll be able to apply what you just learned to the task at hand.

The Final Assignment is expected to be completed and turned in NO LATER than one week after the last class.

Schedule of Topics

I. STRATEGY & MARCOM

Week #1 – Overview/Introduction/Strategy

Week #2 – Targeting/Positioning/Branding

Week #3 – Marketing Communications/Market Research

II. DIGITAL MARKETING

Week #4 – Website Development/Analytics

Week #5 – Search Engine Optimization/Paid Search

Week #6 – Content Marketing/ Social Media/Video & Audio

III. COMMUNICATIONS

Week #7 – PR/News/Crisis Communications

Week #8 – Presentations/Direct Sales/Wrap Up & Review

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 classrooms assignments, and a final assignment that is truly outstanding. Most of my previous students have accomplished these goals and I anticipate the same from you as well. You are all highly motivated, highly intelligent, and highly accomplished individuals so finishing off your studies with distinction is well within your grasp (even with everything that's on your plate).

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 16	5:30 p.m.
May 23	NO CLASS
May 30	5:30 p.m.
June 13	5:30 p.m.
June 20	5:30 p.m.
June 27	NO CLASS
July 4	NO CLASS
July 11	NO CLASS
July 18	NO CLASS
July 25	5:30 p.m.
August 1	5:30 p.m.

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>).

Readings

These are the planned readings. Others may be added as needed. Most are pretty short and you are welcome to read all of them in advance. We will try to have a discussion on the readings in each class session. The PDFs are available in Sakai.

STRATEGY & MARCOM

Science of Persuasion

<https://www.youtube.com/watch?v=cFdCzN7RYbw&t=11s> YouTube video

Upside of Irrationality: Empathy and Emotion

<https://www.youtube.com/watch?v=DlzHxULncNM&list=PLRk6tqWzeieVLfx4LDDFb07JRwsDJQvZ&index=10> YouTube video

Why Things Catch On

https://www.youtube.com/watch?v=HfSs_h0AkzY&list=PL-bTaZrTDhtbhxgS59t4HzwCnq2iIYMgV&index=21 YouTube video

Whatever Happened to Positioning? Kevin J. Clancy. Copernicus corporate PDF

[Rediscovering Market Segmentation](#). Daniel Yankelovich and David Meer. Harvard Business Review article.

[Creativity in Advertising: When It Works and When It Doesn't](#). Werner Reinartz and Peter Saffert. Harvard Business Review article.

[Surviving Death Wish Research](#). Kevin J. Clancy and Peter C. Krieg. American Marketing Association article

DIGITAL MARKETING

[Next-Generation SEO Strategies That Will Future-Proof Your Content](#). Rand Fishkin. SlideShare presentation

[The Beginner's Guide to SEO](#). Moz. PDF. Chapter 6 & 7

[Measuring Social Marketing Success](#). Lauren Teague, Karianne Stinson, and Jim Tobin. SlideShare presentation

[Ranking Factors 2017](#). SEMrush. PDF

[Content Marketing Mistakes Made in 2015](#). Gregory Kennedy. SlideShare presentation.

[2016 NonProfit Content Marketing: Benchmarks, Budgets and Trends-North America](#). Content Marketing Institute. PDF

[How To Run a Hashtag Campaign](#). Pankaj Narang. Blog post

COMMUNICATIONS & PR

[Risk and Crisis Communications: Best Practices for Government Agencies and Non-Profit Organizations](#). Booz Allen Hamilton. PDF (reference material only-no reading required)

[Crisis Emergency Risk Communication – 2014 Edition](#). Centers for Disease Control. PDF. Chapter 4: pp. 85-128

[Best Practices in Public Health Risk and Crisis Communication](#). Vincent T. Covello. Journal of Health Communication: International Perspectives. Journal article

[PR Distribution Tips: 4 Ways to Make Good Press Go Further](#). Audrey Ference. Blog post

[Media Relations Messaging for Nonprofits](#). Tim Penning. SlideShare presentation

[How to Prepare: Checklist for Great Talks](#). Scott Berkun. PDF

[How To Illustrate Your Presentations](#). Illustrio. SlideShare presentation

[For Text, Follow Guy Kawasaki's 6/60 Rule](#). Joseph Gelman. SlideShare presentation

[Best Practices in Public Health Risk and Crisis Communication](#). Vincent T. Covello. Journal of Health Communication: International Perspectives. Journal article

[First Impressions: How Professional Writers Grasp Hold of Readers](#). John Maxfield. SlideShare presentation

Mismatching. Thomas Freese. Book chapter of [Secrets of Question-based Selling: How the Most Powerful Tool in Business Can Double Your Sales Result](#). Sourcebooks, Inc. 2013

Ways to Capture Attention in Presentations

https://www.weforum.org/agenda/2015/03/7-scientificallly-proven-ways-to-capture-someones-attention/?utm_content=bufferbf9a1&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer