Stony Brook University  
School of Health Technology and Management  
Health Sciences Program  

Course Title:  HAN 435: Sales and Marketing in Health Care (3 credits)  

Course Location: Lecture Hall 5, Level 3  
Course Time: Tuesdays (5:00pm to 8:00pm)  
Instructor: Anthony Indelicato  
Email address: Anthony.indelicato@stonybrookmedicine.edu  
Phone: 444-7827  
Office Hours: By Appointment  

Description:  
This course is designed to introduce students to the essential aspects of marketing and sales in the changing health care world. It will look at what marketing is, the nature of marketing strategy, and the environment in which marketing operates. A framework for understanding the consumer will be provided, along with key selling methods. Topics include the ‘Four Ps’ of marketing, promotional elements of marketing, understanding the communication process, and personal selling.  

Goal:  
To provide students with a strong foundation in the principles, theories and practices of marketing and sales in the health care world.  

Behavioral Objectives: Upon completion of this course, students will be able to:  
1. Define marketing and differentiate between a marketing-driven and nonmarketing-driven process.  
2. Distinguish among marketing mix elements.  
3. Delineate between health care needs and wants.  
4. Explain the scope of strategic marketing planning.  
5. Define the essential components of marketing strategy formulation.  
6. Explain how social and economic forces affect marketing and sales strategies.  
7. Describe the major regulatory requirements that must be followed when formulating health care marketing strategies.  
8. Define the process of consumer and industrial decision-making.  
9. Recognize the internal and external factors that influence consumer decision-making.  
10. Explain the different nature of organizational buying and its implication for marketing strategy.  
11. Define the ‘Four Ps” of marketing.  
12. Identify the range of product and service variations, inclusive of the product life cycle.  
13. Discuss the numerous factors that affect pricing decisions.  
14. Recognize the application of retailing in health care.  
15. Describe the range of sales promotion strategies for both consumers and the trade.  
16. Describe the steps followed when developing an advertising campaign.  
17. Explain the sequence of the personal sales process.  
18. Recognize the value of sales, profitability, contribution, and variance analysis.  
19. Explain the value of monitoring market share.  

Required Text:  

Teaching Strategies:  
- Lecture  
- Group Discussions  
- Team Project  

Evaluation:  
- Midterm: 30%  
- Team Papers on Sales/Marketing Topics: 30%  
- Final Exam: 30%  
- Participation: 10%  

Americans with Disabilities Act
If you have a physical, psychological, medical or learning disability that may impact your course work, please contact Disability Support Services, 128 ECC Building (631) 632-6748. They will determine with you what accommodations are necessary and appropriate. All information and documentation is confidential.

Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Disability Support Services. For procedures and information go to the following website: [http://www.ehs.sunysb.edu](http://www.ehs.sunysb.edu) and search Fire Safety and Evacuation and Disabilities.

**Course Outline:**

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Academic Integrity: Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty are required to report and suspected instances of academic dishonesty to the Academic Judiciary. Faculty in the Health Sciences Center (Schools of Health Technology & Management, Nursing, Social Welfare, Dental Medicine) and School of Medicine are required to follow their school-specific procedures. For more comprehensive information on academic integrity, including categories of academic dishonesty, please refer to the academic judiciary website at http://www.stonybrook.edu/uaa/academicjudiciary/

Critical Incident Management: Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of Judicial Affairs any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and School of Medicine are required to follow their school-specific procedures.