
 <b>Universitas Airlangga</b>	<b>SEMESTER LEARNING PLAN</b>		<b>Prepared by</b>	<b>Examined by</b>	<b>Approved by</b>	<b>Document Registration Number</b>
	<b>SLP</b>		<b>(Person in Charge)</b>	<b>(Head of Bachelor Program / Head of Department)</b>	<b>Vice Dean I</b>	01/S1Kesmas/RPS/2019
	<b>Revision – Date</b>	<b>January 1<sup>st</sup>, 2019</b>	Prof. Dr. Stefanus Supriyanto, dr., M.S.	Dr. Diah Indriani, S.Si., M.Si.	Dr. Santi Martini, dr., M.Kes.	
<b>Faculty of Public Health</b>	<b>Valid on Semester (odd/even) / Academic Year</b>	<b>Odd Semester 2019/2020</b>	(sign)	(sign)	(sign)	

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## A. DETAILS OF COURSE


<b>1. Course Name</b>	Marketing in Healthcare
<b>2. Course Code</b>	MNP309
<b>3. Credits (SKS)</b>	2 (two) SKS
<b>4. Semester / Term</b>	VII (seventh)
<b>5. Study Program</b>	Bachelor of Public Health
<b>6. Student Learning Achievement</b>	Students are able to comprehend the concept and implementation of marketing in health sector
<b>7. Course Learning Achievement</b>	<ol style="list-style-type: none"> <li>1. Identify individual and organizational obligations in the context of essential public health services and basic functions</li> <li>2. Identify and apply basic research method used in Public Health</li> <li>3. Conduct negotiation and develop contract and other documents for procurement of community-based services</li> <li>4. Identify internal and external issues that may have impact on the application of essential public health service (composing Strategic Plan)</li> </ol>
<b>8. Course Description</b>	This course studies the concept and application of marketing in health sector
<b>9. Course Prerequisites (if any)</b>	Quality Management for Healthcare ; Organization Development
<b>10. Instructor</b>	Prof. Dr. Stefanus Supriyanto, dr., M.S.
<b>11. Teaching Assistants</b>	Dr. Ernawaty, drg., M.Kes. Maya Sari Dewi, S.KM., M.Kes.

## B. TEACHING PROGRAM

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<b>Week</b>	<b>Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)</b>	<b>Study Materials</b>	<b>Teaching Methods</b>	<b>Additional Materials for Learning</b>	<b>Meeting Time</b>	<b>Course Objectives</b>	<b>Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard dan soft skills)</b>	<b>Mark / Grade / Percentage (%)</b>	<b>Reference Number Ref. (number)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
1	Students are able to explain the development of marketing concept and service marketing application in health	1. Course contract 2. Concept of Service: a. Product definition b. Definition of service c. Characteristics of service 3. Marketing concept: a. Definition of marketing b. Elements of marketing c. Types of marketing 4. Concept of service marketing: a. Definition of service marketing	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15

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		b. Elements of service marketing c. Types of service marketing d. Service marketing application in health sector							
2	Students are able to explain the evolution of marketing concept	1. Difference between product marketing and service marketing 2. Evolution of product marketing and service marketing concepts	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15
3	Students are able to explain marketing strategy dan application in health sector	1. Marketing strategy 2. Targeting 3. Positioning	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership		1-15

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							4. Teamwork		
4	Students are able to explain about marketing tactics	1. Marketing tactics: a. Definition of differentiation b. Elements of differentiation c. Process of differentiation d. Definition of branding e. Elements of branding f. Process of branding	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15
5	Students are able to explain about marketing mix	1. Marketing mix 2. Product/service 3. Price 4. Place 5. Promotion 6. Service marketing mix in health	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15

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6	Students are able to explain about marketing mix	1. Brand <ol style="list-style-type: none"> <li>Definition of brand</li> <li>Elements of brand</li> <li>Types of brand</li> </ol> 2. Brand management <ol style="list-style-type: none"> <li>Definition of management</li> <li>Dimensions of brand management</li> <li>Brand measurement</li> </ol>	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15
7	Students are able to explain the concept of brand value	1. Brand value concept <ol style="list-style-type: none"> <li>Definition of brand value</li> </ol>	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15

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1	2	3	4	5	6	7	8	9	10
		b. Elements of brand value							
<b>MID-TERM EXAMINATION</b>									
8	Students are able to explain about consumer behavior	1. Consumer behavior 2. Consumer decision making	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15
9	Students are able to explain about consumer satisfaction	1. Definition of consumer satisfaction 2. Measurement of consumer satisfaction	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15
10	Students are able to explain about customer relationship marketing	1. Definition of customer relationship management 2. Definition of customer relationship marketing	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15

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		3. Differences between CR management and CR marketing 4. Elements of CR marketing 5. Measurement of CR marketing							
11	Students are able to explain about interactive marketing	1. Definition of interactive marketing 2. Characteristics of interactive marketing	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15
12	Students are able to explain about marketing research method	1. Definition of marketing research 2. Marketing method research	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication 3. Leadership 4. Teamwork		1-15
13	Students are able to explain about capita-selecta	Capita-selecta	1. Lectures 2. Discussions	LCD and Whiteboard	2x50 minutes		1. Discipline 2. Communication		1-15

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1	2	3	4	5	6	7	8	9	10
							3. Leadership 4. Teamwork		
FINAL EXAMINATION									

### C. REQUIRED TEXTS / REFERENCES / ESSENTIAL READINGS

1. Babbie, E.R. 1973. Survey Research Methods. Wadsworth Publishing Company, Inc. California.
2. Berry L, Parasuraman A. 1991. Marketing Services : Competing Through Quality.
3. Cahill D.J. 1996. Internal Marketing. The Haworth Press, Inc. New York.
4. Gaspersz V. 1997. Manajemen Kualitas, Manajemen Bisnis Total. PT Gramedia Pustaka Utama. Jakarta.
5. Kotler P., Keller K. 2006. Marketing Management, 12 ed. Prentice Hall, Pearson Education International. Singapore.
6. Lovelock C, Wirts J, Tat Keh H. 2002. Service Marketing in Asia : Managing People, Technology and Strategy. Prentice Hall. Singapore.
7. Majaro S. 1993. The Essence of Marketing. Prentice Hall, New York.
8. Malhotra N.K. 2004. Marketing Research : An Applied Orientation, 4 ed. Prentice Hall. New Jersey.
9. McDonald M, Adrian Payne. 2001. Marketing Planning for Services. Singapore. Butterwoeth Heinemann.
10. Payne A. 1993. The Essence of Services Marketing. Prentice Hall. New York.
11. Ries A, Jack Trout. 1998. The 22 Immutable Laws of Marketing. Harper Business. Singapore.
12. Ries A, Laura Ries, Kartajaya H. 2000. The 22 Immutable Laws of Branding, Strategi Membangun Produk atau Jasa menjadi Merek Berkelas Dunia. PT Gramedia Pustaka Utama. Jakarta.
13. Woodruff R, Gardial S.F. 2002. Understanding Your Customer, Opportunities, Needs, Values and Satisfaction. Infinity Books, A Maya Blackwell Imprint. New Delhi.



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14. Zeithaml V.A, Bitner M.J. 1996. Service Marketing. The McGraw Hill Companies, Inc. Singapore.  
15. Zeithaml V.A, Parasuraman A, Berry L.L. 1990. Delivering Quality Service. The Free Press. New York.