

CODE BSPH-402 HEALTH COMMUNICATION AND MARKETING

Course Objectives

This course will help students:

1. To understand the effective health communication & potential improvement at local level.
2. To comprehend the importance of communication in healthcare delivery.
3. To analyze the role of community in disseminating health information.
4. To examine the role mass media in health issues at local and global levels.
5. To understand the strategic role of marketing in organizations Strategic
6. To apply marketing approaches, tools and techniques in analyzing and solving marketing issues
7. To understand the differences and similarities of marketing approaches and tools and their application in private and public health settings, including the use of social marketing

Learning Outcomes

Upon successful completion, students will be able to understand:

1. Potential communication problems existing between various health care providers and to explore how these interaction patterns might affect patient care.
2. To understand the role of interpersonal communication outside the clinical setting as it relates to the healing process and preventative healthcare.
3. To analyze and interpret health communication scholarship and apply its concepts to original research.
4. Health reporting properly

Course Contents

Health Communication

1. Introduction to Health Communication
2. Health literacy
3. Cultural diversity and sensitivity of issues related to health and illness
4. Comparative analysis of Health Communication at national and international level
5. Health Issues in local and global media
6. Case study of media portrayal for different health issues e.g. COVID-19, Ebola virus, Polio etc.
7. Use of Digital and Social Media in Health Campaigns

8. Health Communication campaign

- Planning a comprehensive health communication campaign
- Steps of the comprehensive health communication campaign

Health Marketing

9. Basic understanding of marketing
10. Social, societal and health marketing
11. The History of Marketing in Healthcare
12. Strategic marketing
13. Sale promotion and advertisement
14. Marketing and the Healthcare Organization
15. Healthcare Products and Services
16. Marketing Research in Healthcare

Suggested Readings

- O'Hair, H. D. (Ed). (2018). Risk and health communication in an evolving media environment. Taylor & Francis.
- Tettegah, S. Y., Garcia, Y. E. (Eds.). (2016). Emotions, Technology, and health. Elsevier Inc.
- Vemula, R. K., Gavaravarapu, S, M. (Eds.). (2016). Health Communication in the Changing Media Landscape: Perspectives from Developing Countries. Palgarave.
- Jordan, A. B. et al. (Eds.). (2009). Media messages and public health: A decisions approach to content analysis. Taylor & Francis.
- McMillan. Finn, N. B., Bria, W. F. (2009). Digital Communication in Medical Practice. Springer.
- Berry, D. (2007). Health communication Theory and practice. Open University Press.
- Thompson, T. L., et al. (Eds.). (2003). Handbook of health communication. Lawrence Erlbaum Associates, Inc.
- Reagan, P. A. & Brookins-Fisher, J. (2002) Community Health in the 21st Century (2nd ed.). San Francisco: Benjamin Cummings.
- Richard, K. T. (2010). Marketing Health Services: Second Edition. Foundation of the American College of Healthcare Executives.
- John, L. & Fortenberry, J. (2010). Heath Care Marketing: Tools and Techniques, Third Edition. Jones and Bartlett.
- Croufer & Simon. (2009). Putting Patients At The Center of A New Business Model. Prism.
- Kotler, P. (2003). Marketing Management Pearson Education/PHI, Kotler & Keller Service Marketing Management