

## Instructor Guidance Week 4

### Discussion Posting for Week Four:

When providing definitions, be sure to also include examples. It is through the inclusion of examples that you demonstrate to your instructor a level of understanding. By showing your ability to apply definitions to real world situations you will be emphasizing your true understanding of the course material. If you have any questions please let me know as I am here to help.

### Discussion Forum Grading Rubrics

Please see the discussion forum grading rubric hyperlinks that have been placed in each of the discussion forums 1 & 2. These rubrics will provide you with information regarding discussion question expectations. If you have any questions please let me know.

### Instructor's Intellectual Elaboration/ References:

During Week Four, students will focus on developing a marketing mix through the identification of marketing opportunities and strategies as well as the application of market demand analysis, target market, market segmentation, and database marketing practices.

### Marketing Opportunities and Strategies

Opportunity assessment processes and derived strategies often center around four major categories: market penetration, simply providing a service or product to a larger customer base (Stamatis, 1996). Market development, servicing or providing a product line to a newly acquired customer base or target segment. Product development, this can be done by adding amenities within a service, or improving upon a given product, changing its appearance, action, or even quantity. Lastly, diversification, providing a new service, something completely unrelated to the original service or product line offered. Stevens & Silver (2015) suggest that marketing opportunities promote growth and longevity within the strategic plan; therefore, adding value, or improving upon a given service or product ensures that the health care organization has an unlimited capacity to sustain improved brand identification and service/product satisfaction among their customer base.

### Market Segmentation and Target Markets

Market segmentation provides health care organizations the ability to focus their service or product line within a defined market population. Therefore, broad markets are often segmented, or broken into smaller, more defined and manageable sectors consisting of customers possessing very specific needs and characteristics. As indicated by Stevens & Silver (2015), health care organizations should: identify specific segments, and then choose specific segments based on the health care organizations strategic goals, and lastly; draft and implement a marketing strategy that best fits within the identified "target market." If a target market is too small to warrant the

development of a specific strategy, over-lapping target markets may need to be considered as an alternative to a singular action plan, the process of assessing and re-defining should be an ongoing and fluid process that highlights the need for consistent monitoring programs.

### Database Marketing

Database marketing centers on obtaining and consolidating customer information such as gender, demographics, age, preferences, names, addresses, emails, and purchase history as a means to develop market segmentation and target markets. Database marketing is a growing industry that aides marketing team in the development of segmentation and target market success; however, concerns regarding ethical and legal issues such as patient privacy/HIPAA regulations have been debated. While the implementation and wide spread use of database marketing tactics vary among health care organizations, database marketing continues to contribute in the identification of target markets such as customers using similar products/services. Knowing the needs and expectations of patients/customers provides the marketing team continuity among their customer base. As described by Griffith & White (2011), health care organizations should implement multiple promotional tactics to understand and reach their customer base and be actively involved building a culture centered on service excellence.

### References:

Griffith, J.R., & White, K.R., (2011). *The Well Managed Health Care Organization*. Washington, D.C. Health Administration Press.

Stamatis, D.H. (1996). *Total quality service, principles, practices, and implementation*. Boca Raton, Florida. CRC Press LLC.

Stevens, R., & Silver, L. S. (2015). *Strategic planning and marketing in healthcare organizations*.