



MEMORANDUM

TO: Faculty Senate

FROM: Dr. Susan Ross

DATE: February 25, 2021

SUBJECT: Curriculum Proposal #20-21-22

This proposal creates an opportunity for Healthcare Management (HCMG) majors to earn 12 credits in a Healthcare Marketing concentration versus taking 12 credits free electives. It is designed to provide additional courses that advance student training in this field if they wish to pursue this career path in healthcare. It does not require any new courses but provides students a specified series of courses already offered within the School of Business & Aviation that enhance the quality and depth of their undergraduate training in branding, customer service, social marketing and business development strategy geared toward health consumers, providers and payors.

cc: Richard Stephens
Lori Schoonmaker
Stephanie Gabor
Laura Ransom
Raymond Alvarez

CURRICULUM PROPOSAL (Submit one electronic copy to the Executive Director of Academic Programs by the second Tuesday of the month.)

Proposal Number: #20-21-22
School/Department/Program: School of Business and Aviation
Preparer/Contact Person: Dr. Raymond Alvarez
Title of Degree Program BS in Healthcare Management
Telephone Extension: Ext 4889
Date Originally Submitted: February 19, 2021
**Revision (Indicate date and label it
Revision #1, #2, etc.):**
Implementation Date Requested: August 2021

- I. **PROPOSAL ABSTRACT.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal creates an opportunity for Healthcare Management (HCMG) majors to earn 12 credits in a Healthcare Marketing concentration versus taking 12 credits free electives. It is designed to provide additional courses that advance student training in this field if they wish to pursue this career path in healthcare. It does not require any new courses but provides students a specified series of courses already offered within the School of Business & Aviation that enhance the quality and depth of their undergraduate training in branding, customer service, social marketing and business development strategy geared toward health consumers, providers and payors.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

A. Deletion of course(s) or credit(s) from program(s) Total hours deleted: 12

B. Addition of course(s) or credit(s) from program(s) Total hours added: 12

C. Provision for interchangeable use of course(s) with program(s)

Requirement for free electives is changed to a series of required electives for the concentration.

D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

Not applicable

- E. Identify changes to existing courses such as changes to title, course number, and elective or required status.

See Appendix A and B

- F. **Creating a New Course(s)** information (if applicable). For each new course complete the following:

Course Catalog Information: Not applicable

a. Course prefix (subject area) and number:	
b. Course title:	
c. Course term(s) (e.g., Fall, Summer only):	
d. Credit hours/Variable credit:	
e. Repeatability (number of repeat credit hours):	
f. Prerequisite/Corequisites/Restrictions/Cross-listings: If none, simply indicate with N/A (Not Applicable):	
g. Co-requisite (include subject prefix and course number):	
h. Cross-listings (e.g., PSYC 2230 and SOCY 2230):	
i. Grade Type: Indicate whether students will be assigned a standard A-F final grade or Credit/No Credit (CR/NCF) grade:	
j. Required Course or Elective Course:	
k. Course Fees (Indicate amount):	

2. If this is a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for course being shared.

3. **New Course Supplemental/Supporting Documentation: Not applicable**

- a. **Course Catalog Description:** Include, as an appendix, a course catalog description written in complement sentences that will be published in the university catalog. The word length for a catalog description should be less than 80 words. Do not include any prerequisites, corequisites or any other restrictions in the description.
- b. **Course Learning Outcomes (CLO's):** These should be stated in terms of what new knowledge and/or skills students should be able to demonstrate upon successful completion of the course. Present course learning outcomes as a bulleted list predicated with "Upon successful completion of this course, students should be able to..."
- c. **Course Outline:** Attach a course outline consisting of at least two levels.

- d. **Assessments:** Describe generally how student's achievement of the course learning outcomes will be assessed.

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

There is no net gain or loss. **See Appendix A and B.**

Proposed changes:

Students in the HCMG program take the following marketing courses that are related to the field of health care marketing:

BSBA 2204	Principles of Marketing
BSBA 2209	Principles of Management
BSBA 2211	Principles of Macroeconomics
BSBA 2212	Principles of Microeconomics
BISM 1500	Business Information Tools
BSBA 2800	Business and Digital Communications
HCMG 2201	U.S. Healthcare Systems
HCMG 3333	Quality Management in a Regulatory Environment

The above courses provide a solid grounding in understanding the core essentials of the functions of healthcare and the dependent nature of market share and positive customer outcomes in organization sustainability. The addition of this concentration (12 credits) complements the core courses already required and provides a student who seeks a field in marketing and community relations within the healthcare field additional skill sets and competencies.

III. RATIONALE FOR THE PROPOSAL

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

All WV colleges and universities were assessed to determine whether comparable programs exist within a BS degree. For the purpose of this application, a review of all WV public and private institutions for similar course specializations is tabulated below.

Institution	Similar Course Specializations/Minors	Similar to what is proposed by SOBA?
Alderson Broaddus College	Offers a minor in healthcare administration in the School of Business. This has a business core with only 3 credits (Introduction to Marketing).	No
Bethany College	None	N/A
Bluefield State College	Offers a minor in health services management minor for 12 credits but not specific Marketing concentration. There is a B.S. in Marketing, but it is not geared toward healthcare management.	N/A
University of Charleston	The university offers a 3-4-year Public Health Degree geared toward Exercise Science,	N/A

	Psychology and Communication. No marketing concentrations found.	
Concord University	Offers undergraduate degrees in Health Promotion, Wellness and Sports Medicine. No marketing concentrations found. Concord has a Marketing Emphasis within their Business Administration degree, but it has no health care emphasis.	N/A
Davis & Elkins College	Offers only a degree in Marketing but no healthcare emphasis.	N/A
Glenville State College	Offers a bachelor's degree in Health Promotion and a Marketing concentration in the Business Administration Degree.	N/A
Marshall University	Offers a bachelor's in Marketing in the School of Business but it is not geared toward healthcare. Marketing courses can be taken as a free elective if not included in the core.	Marshall's healthcare management degree is similar to Fairmont State but does not have concentrations.
Ohio Valley University	Offers a bachelor's degree in Business Administration. No marketing concentration.	N/A
West Liberty	Offers a healthcare management degree but there are 24 credits in healthcare with no marketing other than in the business core.	No
West Virginia State University	Offers an online BS in Healthcare Management but there is no marketing concentration.	N/A
WVU Parkersburg	No similar BS in healthcare management.	No
WVU Morgantown	WVU offers a healthcare marketing course (IMC 627).	No
WV Institute of Technology	Offers a bachelor's degree in Health Service Management but without extensive marketing concentration.	N/A
Wheeling University	Offers certificate program for health services management without marketing emphasis	N/A

B. Qualitative Assessment: Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

Only Marshall has a similar business school core as SOBA, but their undergraduate degree in healthcare management does not have a concentration as proposed herein.

The curricular change is justified due to the demand for marketing generalists within a healthcare organization promoting services and new business. It also can lead to a career in pharmaceutical sales and business development. All healthcare organizations must have a social media presence that provide younger audiences information about services, portability of information, ease of access, etc. Marketing specialists in healthcare are generally part of a team that focuses on new business development. Patient survey data is now directly tied to reimbursement in pay-for-performance systems by federal payors and some third-party insurers. A management career in marketing focuses on overall strategies and communication. Preparation of budgets to achieve this is a key part of leadership in marketing and business development. Finally, healthcare is governed by federal and state regulations, so a marketing strategy must be compliant in business practices.

The addition of this concentration adds to the depth of focused course options within of the HCMG program. This is recommended based on career paths identified by students. No facilities, additional faculty or resources are needed because the specialized concentration courses proposed are currently being taught by SOBA faculty with capacity to add students.

IV. APPROVAL

Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature

V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

VI. ADDITIONAL COMMENTS.

This concentration provides additional options for undergraduates not found in similar programs in West Virginia colleges and universities. This enables ability to market unique factors of the programs to a diverse group of students as well as enable HCMG majors to be directed to courses that match their career goals.

APPENDIX A
B.S. Degree in Healthcare Management

Degree Requirements

Core Curriculum Courses		
For students in this major, list the courses satisfy both core curriculum and major requirements.		
Course Prefix & Number	Course Name	Credit Hours
BSBA 1100	Business Onboarding (recommended to satisfy Core Curriculum #1 First Year Seminar)*	3
BISM 1200	Introduction to Computing (satisfies Core Curriculum #11 Personal Development)	3
MATH 1530	College Algebra or Higher (satisfies Core Curriculum #5 Basic Skills)	3-4
BSBA 2211	Principles of Macroeconomics (satisfies Core Curriculum #9 Social Science)	3

*recommended course for HCMG majors; students may opt to take any of the courses in the approved Core Curriculum #1

Required Major Courses (75 Credit Hours)		
Course Prefix & Number	Course Name	Credit Hours
BISM 1200	Introduction to Computing	3
BSBA 2220	Fundamentals of Accounting	3
BSBA 2204	Principles of Marketing	3
BSBA 2209	Principles of Management	3
BSBA 2211	Principles of Macroeconomics (satisfies Core Curriculum #9 Social Science)	3
BSBA 2212	Principles of Microeconomics (<i>Pre-requisite BSBA 2211</i>)	3
BSBA 2221	Introduction to Financial Management (<i>Pre-req BSBA 2220</i>)	3
BSBA 3306	Business Law I	3
BSBA 3310	Business and Economics Statistics (<i>Pre-req MATH 1530 or higher</i>)	3
BISM 3300	Information Systems and Data Analytics for Leaders	3
BSBA 4415	Strategic Management & Policy (<i>Pre-reqs BSBA 3310, BSBA 3320, BISM 3200</i>)	3
BSBA 4420	Business Ethics and Corporate Responsibility (<i>Pre-req BSBA 3320, BISM 3200</i>)	3
BISM 1500	Business Information Tools (<i>Pre-req Math + BISM 1200</i>) [formerly BISM 2200]	3
BSBA 2800	Business & Digital Communications (<i>Pre-reqs BISM 1200 & ENGL 1102*</i>) [formerly BISM 2800 Corp. Comm.]	3
BISM 2000	Management Information Systems (<i>Pre-req BISM 2200</i>) [formerly BISM 3200]	3
MGMT 3308	Human Resources Management (<i>Pre-req BSBA 2209</i>)	3
MGMT 3390	Organizational Behavior (<i>Pre-req BSBA 2209 & BISM 2800</i>)	3
HCMG 2201	U.S. Healthcare Systems	3
HCMG 2221	Healthcare Finance	3
HCMG 2231	Population Health	3

HCMG 3331	Health Information Exchange (PR: HCMG2201, HCMG2221, HCMG2231)	3
HCME 3333	Quality Management in a Regulatory Environment (PR: 2000 level courses)	3
HCMG 4000	Managing the Post-Acute Healthcare Continuum (PR: 2000 level courses)	3
HCMG 4400	Healthcare Policy (PR: HCMG2201, HCMG2221, HCMG2231)	3
HCMT 4450	Healthcare Management Capstone (senior status)	3

Major Elective Courses (12-15 Credit Hours) – free electives of student choice		
Course Prefix & Number	Course Name	Credit Hours

Total Core Curriculum Hours	33
Total Pre-Major	0
Total Required Major Courses	75
Total Electives (If applicable)	
Total Free Electives	12
TOTAL CREDIT HOURS	120

APPENDIX B
B.S. Degree in Healthcare Management
Proposed Concentration in Healthcare Marketing

Degree Requirements

Core Curriculum Courses		
For students in this major, list the courses satisfy both core curriculum and major requirements.		
Course Prefix & Number	Course Name	Credit Hours
BSBA 1100	Business Onboarding (recommended to satisfy Core Curriculum #1 First Year Seminar)*	3
BISM 1200	Introduction to Computing (satisfies Core Curriculum #11 Personal Development)	3
MATH 1530	College Algebra or Higher (satisfies Core Curriculum #5 Basic Skills)	3-4
BSBA 2211	Principles of Macroeconomics (satisfies Core Curriculum #9 Social Science)	3

*recommended course for HCMG majors; students may opt to take any of the courses in the approved Core Curriculum #1

Required Major Courses (75 Credit Hours)		
Course Prefix & Number	Course Name	Credit Hours
BISM 1200	Introduction to Computing	3
BSBA 2220	Fundamentals of Accounting	3
BSBA 2204	Principles of Marketing	3
BSBA 2209	Principles of Management	3
BSBA 2211	Principles of Macroeconomics (satisfies Core Curriculum #9 Social Science)	3
BSBA 2212	Principles of Microeconomics (<i>Pre-req BSBA 2211</i>)	3
BSBA 2221	Introduction to Financial Management (<i>Pre-req BSBA 2220</i>)	3
BSBA 3306	Business Law I	3
BSBA 3310	Business and Economics Statistics (<i>Pre-req MATH 1530 or higher</i>)	3
BISM 3300	Information Systems and Data Analytics for Leaders	3
BSBA 4415	Strategic Management & Policy (<i>Pre-reqs BSBA 3310, BSBA 3320, BISM 3200</i>)	3
BSBA 4420	Business Ethics and Corporate Responsibility (<i>Pre-req BSBA 3320, BISM 3200</i>)	3
BISM 1500	Business Information Tools (<i>Pre-req Math + BISM 1200</i>) [formerly BISM 2200]	3
BSBA 2800	Business & Digital Communications (<i>Pre-reqs BISM 1200 & ENGL 1102*</i>) [formerly BISM 2800 Corp. Comm.]	3
BISM 2000	Management Information Systems (<i>Pre-req BISM 2200</i>) [formerly BISM 3200]	3
MGMT 3308	Human Resources Management (<i>Pre-req BSBA 2209</i>)	3
MGMT 3390	Organizational Behavior (<i>Pre-req BSBA 2209 & BISM 2800</i>)	3
HCMG 2201	U.S. Healthcare Systems	3

HCMG 2221	Healthcare Finance	3
HCMG 2231	Population Health	3
HCMG 3331	Health Information Exchange (PR: HCMG2201, HCMG2221, HCMG2231)	3
HCME 3333	Quality Management in a Regulatory Environment (PR: 2000 level courses)	3
HCMG 4000	Managing the Post-Acute Healthcare Continuum (PR: 2000 level courses)	3
HCMG 4400	Healthcare Policy (PR: HCMG2201, HCMG2221, HCMG2231)	3
HCMT 4450	Healthcare Management Capstone (senior status)	3

Concentration Courses (12 Credit Hours):		
Course Prefix & Number	Course Name	Credit Hours
MKTG 3340	Market Research	3
MKTG 3310	Consumer Behavior	3
MKTG 3320	Advertising Sales and Promotion	3
MKTG 3370*	Digital Marketing	3

*pending curriculum proposal; offered in Fall 2020 as Special Topics, MKTG 3399

Total Core Curriculum Hours	33
Total Pre-Major	0
Total Required Major Courses	75
Total Concentration Courses	12
Total Free Electives	0
TOTAL CREDIT HOURS	120