

Ministry of science and higher education of the Russian Federation Ulyanovsk state university	Form	
F-worker program of discipline		

**APPROVED**

decision of the Academic council of  
institute of medicine, ecology and physical education ULSU  
of May " 16 ", 2024, protocol No. 9/260



Chairman \_\_\_\_\_ ( Mashin V.V.)  
" 16 " 05 2024

### WORKING PROGRAM

Discipline:	<b>Marketing in health care</b>
Faculty	medical
Department:	Public health and health care (PHHC)
Course	V

The direction (specialty) 31.05.01 "General medicine " (with development of a part of the program in English)

Orientation (profile/specialization) \_\_\_\_\_

Internal form of education

Date of Introduction of the program in educational process of UISU: September "1", 2024.

The program is updated at a faculty meeting: protocol No. \_\_ from \_\_\_\_ 20 \_\_.

The program is updated at a faculty meeting: protocol No. \_\_ from \_\_\_\_ 20 \_\_.

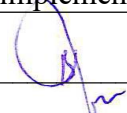
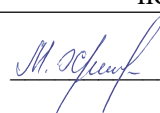
The program is updated at a faculty meeting: protocol No. \_\_ from \_\_\_\_ 20 \_\_.

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The program is updated at a faculty meeting: protocol No. \_\_ from \_\_\_\_ 20 \_\_.

Information about developers:

FULL NAME	Department	Position, academic degree, rank
V.I. Gorbunov	PHHC	Department chair, MD, professor
G.V. Vozzhennikova	PHHC	Associate professor, PhDs in Medicine., associate professor
I.N. Isaeva	PHHC	Associate professor, PhDs in Medicine.

COORDINATED	COORDINATED
The head of the department of OZZ implementing discipline	The manager of the releasing department of hospital therapy
 _____ /V.I. Gorbunov / May " 16 ", 2024.	 _____ /M.A. Vize-Hripunova / May "16 ", 2024.

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## 1. PURPOSES AND PROBLEMS OF DEVELOPMENT OF DISCIPLINE

**Purposes of development of discipline: mastering theoretical bases of marketing in health care**

**Problems of development of discipline:**

- Studying the basic concepts and the principles of marketing in health care
- Studying the principles of pricing in health care
- Studying features of the market of medical services
- Studying principles of marketing activity of the medical organization

## 2. THE PLACE OF DISCIPLINE IN STRUCTURE OF GEP:

According to the Curriculum the discipline "Marketing in health care" belongs a part of disciplines of the specialty 31.05.01 "General medicine» of the higher medical education formed by participants of the educational relations and is discipline for choice. It is studied in the ninth semester.

Development of discipline "Marketing in health care" is based on knowledge, skills formed by the previous disciplines: "Immunology", Practice "Design activity", "Bases of a balanced diet", "Public health and health care".

The subject matter "Marketing in health care" allows students to gain necessary knowledge, skills at development of the subsequent disciplines: "Modern medical information systems", "Organization of provision of medicines of the population", "Practice on obtaining primary professional skills of the doctor of out-patient and polyclinic establishment", Practice "Medical assistant of out-patient and polyclinic establishment", "Quality management of medical care", "Epidemiology", "Preparation for delivery and passing state exam".

## 3. THE LIST OF THE PLANNED RESULTS OF TRAINING IN DISCIPLINE "PUBLIC HEALTH AND HEALTH CARE" CORRELATED THE PLANNED RESULTS OF DEVELOPMENT OF THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM

Code and name of implemented competences	The list of the planned results of training in discipline correlated achievement indicators competences
UC-10 – is capable to make the justified economic decisions in various areas of activity	AI-1uc10 To know the basic principles of functioning of economy and economic development, the purpose and form of participation of the state in economy AI -2uk10 To be able to apply methods of economic and financial planning to achievement of the current and long-term financial goals in various areas of activity AI -3uk10 To own ability to make the justified economic decisions in various areas of activity

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<b>PC-6</b> – Ability use of the basic principles of the organization and management in the field of protection of public health, in the medical organizations and their structural units	<p>Nobility: state policy on public health care; bases of the organization of medical care for the population; bases of management, planning, financing of the medical organizations and their structural units</p> <p>To be able: to apply the basic principles of the organization and management in the field of protection of public health, in the medical organizations and their structural units</p> <p>To own: calculation procedures and analysis of indicators of activity of the medical organizations</p>
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#### 4. GENERAL VOLUME OF DISCIPLINE

##### 4.1. Discipline volume in test units (only) 2 credit units

##### 4.2. Discipline volume by types of study (in hours):

Type of study	Number of hours (form of education internal)	
	Only according to the plan	Including on semester
Contact work of students with the teacher according to unitary enterprise	24	24/24
Classroom classes:	24	24/24
Lectures (including PrP)	-	-
Seminars and practical training	24	24/24
Laboratory works, workshops	-	-
Independent work	48	48
Form of the current control of knowledge and control of independent work: testing, examination, colloquium, paper, etc.	Interview concerning a subject, the solution of a task, the report	Interview concerning a subject, the solution of a task, the report
Term paper	-	-
Types of intermediate certification (examination, offset)	offset	offset
In total hours on discipline	72	72

In case of need uses in educational process of partially/exclusively remote educational technologies in the table through a slash the number of hours of work of PPS with students for training in a remote format using electronic training is specified

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#### 4.3. Content of discipline (module.) Distribution of hours on subjects and types of study:

Form of education internal

Name of sections and subjects	In total	Types of studies			Classes in to interactive form	Independent work	Forms of the current control of knowledge
		Classroom classes					
		Lectures	Practical training, seminars				
1	2	3	4	5	6	7	
1. History of development of marketing activity in health care. Theoretical bases of marketing	12	-	4	1	8	Interview concerning an occupation subject, report	
2. Marketing in health care	12	-	4	1	8	Interview concerning an occupation subject, report	
3. Market of medical services and the market relations in health care	12	-	4	1	8	Interview concerning a subject, the solution of a task, the report	
4. Strategy of pricing in the market of medical services	12	-	4	1	8	Interview concerning a subject, the solution of a task, the report	
5. Advertizing of medical services	12	-	4	1	8	Interview concerning a subject, the solution of a task, the report	
6. Marketing activity of the medical organization. Marketing and business	12	-	4	1	8	Interview concerning a subject, the solution of a task, the report	
In total	72	-	24	6	48		

#### 5. CONTENT OF DISCIPLINE (MODULE)

**Subject 1. The history of development of marketing activity in health care.  
Theoretical bases of marketing**

*Maintenance of a subject:*

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Emergence and historical stages of development of marketing. The history of emergence of marketing health care. Main terms and concepts (marketing, marketing specialist, need, requirement, demand, goods, exchange, transaction, market). Main functions of marketing. Management of marketing. Concepts of management of marketing .

### **Subject 2. Marketing in health care**

*Maintenance of a subject:*

Definition of the concepts "marketing in health care" and "marketing management". Essence and features of marketing in health care. The purpose, tasks, functions of marketing in health care. Subjects of marketing. Types of marketing in health care. Marketing management. Marketing environment. Goods in marketing of health care.

### **Subject 3. The market of medical services and the market relations in health care**

*Maintenance of a subject:*

Market of medical services. Specifics of the market of medical services unlike the standard competitive market. Features of market segmentation of medical services. Criteria of market segmentation of medical services. Positioning in the market of medical services. Market of public health. Typology of consumers. The factors influencing behavior of the buyer. Analysis of the market. Market functioning mechanism. Studying supply and demand of medical services.

### **Subject 4. The strategy of pricing in the market of medical services**

*Maintenance of a subject:*

Price. The types of the prices which are most often used in market practice. The factors defining features of pricing in the medical organization. Pricing methods. Determination of cost of medical service and its profit. Concept of profitability. Types of the prices of medical services in the Russian Federation. The strategy of pricing in health care.

### **Subject 5. Advertizing of medical services**

*Maintenance of a subject:*

Advertizing, economic value. Conditions of successful advertizing activity. Advertizing tasks. Types of advertizing. An advertizing role in promotion of goods in the market of medical services. Features of advertizing in health care, legislative bases. Trademark .

### **Subject 6. Marketing activity of the medical organization. Marketing and business.**

*Maintenance of a subject:*

Main objectives of marketing service of the medical organization. Marketing in the medical organizations. Purposes of marketing activity of the medical organization. Main directions of marketing activity of MO. Principles of the organization of market researches. Methods of a market research. Stages of drawing up and carrying out market researches.

Legislative bases of business in the Russian Federation. Business in health care. Main forms of business activity. Licensing and accreditation of activity of producers of medical services. Business planning of the medical organization.

## **6. SUBJECTS OF THE PRACTICAL TRAINING**

### **Subject 1: The history of development of marketing activity in health care. Theoretical bases of marketing**

(Carrying out form – practical occupation)

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Questions for discussion on occupation:

1. Marketing. Definition.
2. The history of emergence of marketing in health care
3. Main terms and concepts: need, requirement, goods, inquiry, exchange, transaction.
4. Principles of marketing.
5. Purpose and tasks of marketing.
6. Main functions of marketing.

Questions for independent study

1. Emergence and historical stages of development of marketing
2. Foreign experience in the field of marketing in health care.
3. Concepts of management of marketing

**Subject 2: Marketing in health care**

(Carrying out form – practical occupation)

Questions for discussion on occupation:

1. Definition of the concept "marketing in health care".
2. Types of marketing in health care (medical services, the organizations, individuals, places, the ideas)
3. The purpose, tasks, functions of marketing in health care.
4. Management of marketing. Concepts of management of marketing.
5. Tasks of management of marketing
6. Stages of management of marketing.
7. Market researches. Stages of market researches.

Questions for independent study

1. Main approaches, concepts of marketing activity of the organization.
2. Marketing environment (macro and micro environment)

**Subject 3: The market of medical services and the market relations in health care**

(Carrying out form – practical occupation)

Questions for discussion on occupation:

1. Market of medical services. Main characteristics and concepts.
2. Demand. Types of demand .
3. Studying supply and demand of medical services.
4. Market segmentation. The basic principles of segmentation of the market in health care.
5. Criteria for selection of a segment of the market
6. Analysis of the market. Market functioning mechanism.
7. Characteristic of groups of consumers in the market of medical services.
8. The factors influencing behavior of the buyer.

Questions for independent study

1. Positioning of goods in the market of medical services.
2. Market of public health.

**Subject 4: The strategy of pricing in the market of medical services**

(Carrying out form – practical occupation)

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Questions for discussion on occupation:

1. Price. Main components (prime cost, profit)
2. Profitability.
3. Main stages of calculation of the price.
4. The price of medical service of one treated patient in this nosological form.
5. Types of the prices of medical services.
6. Elasticity of demand at the price .

Questions for independent study:

1. Choice of strategy of pricing. The price competition in health care.
2. Concept of a life cycle of medical service as criterion for selection of marketing strategy

**Subject 5: Advertizing of medical services**

(Carrying out form – practical occupation)

Questions for discussion on occupation:

1. Advertizing, economic value.
2. Conditions of successful advertizing activity .
3. Advertizing tasks.
4. Types of advertizing .
5. Advertizing role in promotion of goods in the market of medical services.
6. Advertizing in health care, legislative bases.

Questions for independent study:

1. Trademark.
2. Features of advertizing activity in modern health care.

**Subject 6: Marketing activity of the medical organization. Marketing and business.**

(Carrying out form – practical occupation)

Questions for discussion on occupation:

1. Marketing complex. Main categories (product, price, place of sale, advance of a product).
2. Main objectives of marketing service of the medical organization .
3. Main objectives of the medical organization focused on marketing use.
4. Optimum algorithm of an entry of the medical organization into the market of medical services .
5. Principles of the organization of market researches .
6. Methods of a market research.
7. Stages of drawing up and carrying out market researches.

Questions for independent study:

1. Legislative bases of business in the Russian Federation.
2. The main forms of business activity in health care.
3. Licensing and accreditation of producers of medical services.
4. Business planning of the medical organization.

**7. LABORATORY WORKS (LABORATORY WORKSHOP)**

This type of work is not provided unitary enterprise

**8. SUBJECT OF REPORTS**

1. Emergence and historical stages of development of marketing

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2. Foreign experience in the field of marketing in health care.
3. Concepts of management of marketing
4. Main approaches, concepts of marketing activity of the organization.
5. Marketing environment (macro and micro environment)
6. Positioning of goods in the market of medical services.
7. Market of public health.
8. Choice of strategy of pricing. The price competition in health care
9. Concept of a life cycle of medical service as criterion for selection of marketing strategy
10. Trademark.
11. Features of advertizing activity in modern health care.
12. Legislative bases of business in the Russian Federation.
13. The main forms of business activity in health care.
14. Licensing and accreditation of producers of medical services.
15. Business planning of the medical organization.

## 9. LIST OF QUESTIONS TO OFFSET

1. Marketing. Definition. Principles, purposes, tasks, main functions of marketing .
2. The history of emergence of marketing in health care. Foreign experience in the field of marketing in health care.
3. Main terms and concepts: need, requirement, goods, inquiry, exchange, transaction.
4. Marketing in health care. Types of marketing in health care. The purpose, tasks, functions of marketing in health care.
5. Management of marketing. Concepts of management of marketing. Tasks and stages of management of marketing
6. Market researches. Stages of market researches.
7. Main approaches, concepts of marketing activity of the organization.
8. Marketing environment (macro and micro environment)
9. Market of medical services. Main characteristics and concepts. Market segmentation. The basic principles of segmentation of the market in health care. Criteria for selection of a segment of the market.
10. Concept of a life cycle of medical service as criterion for selection of marketing strategy
11. Demand. Types of demand. Studying supply and demand of medical services.
12. Analysis of the market. Market functioning mechanism. Positioning of goods in the market of medical services.
13. Characteristic of groups of consumers in the market of medical services. The factors influencing behavior of the buyer .
14. Market of public health.
15. Price. Main components (prime cost, profit). Profitability. Types of the prices of medical services. Elasticity of demand at the price.
16. Main stages of calculation of the price. The price of medical service of one treated patient in this nosological form. Choice of strategy of pricing. The price competition in health care
17. Advertizing, economic value. Types of advertizing. Advertizing tasks.
18. Conditions of successful advertizing activity. An advertizing role in promotion of goods in the market of medical services. Trademark.
19. Advertizing in health care, legislative bases. Features of advertizing activity in modern health care.
20. Marketing complex. Main categories (product, price, place of sale, advance of a product).
21. Main objectives and tasks of marketing service of the medical organization. Optimum



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algorithm of an entry of the medical organization into the market of medical services.

22. Principles of the organization of market researches. Methods of a market research. Stages of drawing up and carrying out market researches.

23. Legislative bases of business in the Russian Federation. The main forms of business activity in health care.

24. Licensing and accreditation of producers of medical services.

25. Business planning of the medical organization.

## 10. INDEPENDENT WORK OF STUDENTS

### Internal form of education

№	Name of sections and subjects	Type of independent work (study of a training material, solution of tasks, paper, report, examination, preparation for passing a test, examination, etc.)	Volume in hours	Control form (verification of the solution of tasks, paper, etc.)
1	The history of development of marketing activity in health care. Theoretical bases of marketing	Work with references on the studied subject, preparation of the report, preparation for passing a test	8	Report assessment Offset
2	Marketing in health care	Work with references on the studied subject, preparation of the report, preparation for passing a test	8	Report assessment Offset
3	The market of medical services and the market relations in health care	Work with references on the studied subject, the solution of a task, preparation of the report, preparation for passing a test	8	Verification of the solution of a task, report assessment, offset
4	The strategy of pricing in the market of medical services	Work with references on the studied subject, the solution of a task, preparation of the report, preparation for passing a test	8	Verification of the solution of a task, report assessment, offset
5	Advertizing of medical services	Work with references on the studied subject, the solution of a task, preparation of the report, preparation for passing a test	8	Verification of the solution of a task, report assessment, offset
6	Marketing activity of the medical organization. Marketing and business.	Work with references on the studied subject, the solution of a task, preparation of the report, preparation for passing a test	8	Verification of the solution of a task, report assessment, offset

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## 11. EDUCATIONAL AND METHODOLOGICAL AND INFORMATION SUPPORT OF DISCIPLINE

### *Main literature:*

1. Health Economics = Экономика здравоохранения : Учебное пособие для англоговорящих студентов : Textbook for English-speaking students / М. А. Шаповалова, А. С. Ярославцев, Н. И. Бабеева, А. Н. Перепечкин. - Астрахань : Астраханский ГМУ, 2021. - 114 с. - ISBN 9785442406399. - Текст : электронный // ЭБС "Букап" : [сайт]. - URL : <https://www.books-up.ru/ru/book/health-economics-14503204/>
2. Basis for the organization of inpatient care = Основы организации стационарной помощи : an educational manual for English-speaking students / А. Г. Сердюков, Ж. Б. Набережная, И. Б. Набережная, А. С. Нимгирова. - Астрахань : Астраханский ГМУ, 2019. - 103 с. - ISBN 9785442405217. - Текст : электронный // ЭБС "Букап" : [сайт]. - URL : <https://www.books-up.ru/ru/book/basis-for-the-organization-of-inpatient-care-10836307/>

### *Additional literature:*

1. The organization and carrying out of examination of temporary disability = Организация и проведение экспертизы временной нетрудоспособности : an educational manual for English-speaking students / А. Г. Сердюков, И. Б. Набережная, Ж. Б. Набережная, А. С. Нимгирова. - Астрахань : Астраханский ГМУ, 2020. - 103 с. - ISBN 9785442405583. - Текст : электронный // ЭБС "Букап" : [сайт]. - URL : <https://www.books-up.ru/ru/book/the-organization-and-carrying-out-of-examination-of-temporary-disability-10835934/>
2. Сурмач М. Ю. Public Health and Health Services = Общественное здоровье и здравоохранение : руководство к практическим занятиям и тестовому контролю для студентов факультета иностранных учащихся с английским языком обучения : Guide to practical classes and test control for Medical Faculty for International Students (in English) / М. Ю. Сурмач. - Гродно : ГрГМУ, 2017. - 308 с. - ISBN 9789855589045. - Текст : электронный // ЭБС "Букап" : [сайт]. - URL : <https://www.books-up.ru/ru/book/public-health-and-health-services-12143523/>

### *Educational-methodical:*

1. Gorbunov V. I. Methodical instructions for independent work of students on discipline "Marketing in health care" for specialty 31.05.01 «General medicine» / V. I. Gorbunov, G. V. Vozzhennikova, I. N. Isaeva. - Ulyanovsk : UISU, 2022. - На англ. яз.; Неопубликованный ресурс. - URL: <http://lib.ulsu.ru/MegaPro/Download/MObject/11507>. - Режим доступа: ЭБС УлГУ. - Текст : электронный.

Coordinated:

/Chief librarian of SL UISU/ Stadolnikova D.R./  
Position of the employee of scientific library Full namesignature



### **c) Professional databases, directory systems**

#### **1. Электронно-библиотечные системы:**

- 1.1. Цифровой образовательный ресурс IPRsmart : электронно-библиотечная система : сайт / ООО Компания «Ай Пи Ар Медиа». - Саратов, [2024]. – URL: <http://www.iprbookshop.ru>. – Режим доступа: для зарегистрир. пользователей. - Текст :

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1.2. Образовательная платформа ЮРАЙТ : образовательный ресурс, электронная библиотека : сайт / ООО Электронное издательство «ЮРАЙТ». – Москва, [2024]. - URL: <https://urait.ru> . – Режим доступа: для зарегистрир. пользователей. - Текст : электронный.

1.3. База данных «Электронная библиотека технического ВУЗа (ЭБС «Консультант студента») : электронно-библиотечная система : сайт / ООО «Политехресурс». – Москва, [2024]. – URL: <https://www.studentlibrary.ru/cgi-bin/mb4x>. – Режим доступа: для зарегистрир. пользователей. – Текст : электронный.

1.4. Консультант врача. Электронная медицинская библиотека : база данных : сайт / ООО «Высшая школа организации и управления здравоохранением-Комплексный медицинский консалтинг». – Москва, [2024]. – URL: <https://www.rosmedlib.ru>. – Режим доступа: для зарегистрир. пользователей. – Текст : электронный.

1.5. Большая медицинская библиотека : электронно-библиотечная система : сайт / ООО «Букап». – Томск, [2024]. – URL: <https://www.books-up.ru/ru/library/> . – Режим доступа: для зарегистрир. пользователей. – Текст : электронный.

1.6. ЭБС Лань : электронно-библиотечная система : сайт / ООО ЭБС «Лань». – Санкт-Петербург, [2024]. – URL: <https://e.lanbook.com>. – Режим доступа: для зарегистрир. пользователей. – Текст : электронный.

1.7. ЭБС Znanium.com : электронно-библиотечная система : сайт / ООО «Знаниум». - Москва, [2024]. - URL: <http://znanium.com> . – Режим доступа : для зарегистрир. пользователей. - Текст : электронный.

**2. КонсультантПлюс** [Электронный ресурс]: справочная правовая система. / ООО «Консультант Плюс» - Электрон. дан. - Москва : КонсультантПлюс, [2024].

**3. eLIBRARY.RU**: научная электронная библиотека : сайт / ООО «Научная Электронная Библиотека». – Москва, [2024]. – URL: <http://elibrary.ru>. – Режим доступа : для авториз. пользователей. – Текст : электронный

**4. Федеральная государственная информационная система «Национальная электронная библиотека»** : электронная библиотека : сайт / ФГБУ РГБ. – Москва, [2024]. – URL: <https://нэб.рф>. – Режим доступа : для пользователей научной библиотеки. – Текст : электронный.

**5. Российское образование** : федеральный портал / учредитель ФГАУ «ФИЦТО». – URL: <http://www.edu.ru>. – Текст : электронный.

**6. Электронная библиотечная система УлГУ** : модуль «Электронная библиотека» АБИС Мега-ПРО / ООО «Дата Экспресс». – URL: <http://lib.ulsu.ru/MegaPro/Web>. – Режим доступа : для пользователей научной библиотеки. – Текст : электронный.

Инженер ведущий



Щуренко Ю.В.

2024

## 12. MATERIAL SUPPORT OF DISCIPLINE

Audiences for carrying out a practical training (structural unit GP State Healthcare Institution No. 1 of S.M. Kirov, ул. Энгельса 27, ауд.1, 2, 3 ) for carrying out the current control and intermediate certification are completed with specialized furniture, an educational board and also there is a set of the multimedia equipment, a multimedia projector, the screen, acoustic columns.

Audiences for holding lectures are completed with specialized furniture, an educational

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board and also are available the multimedia equipment for work with large audience (body 4, Sviyaga River Emb., 106, the assembly hall).

Audiences for independent work (корпус 4, Наб.р.Свияга, 106, актовЫЙ зал, library) are completed with special furniture, there are conditions for access to Internet network.

### 13. SPECIAL CONDITIONS FOR STUDENTS WITH LIMITED OPPORTUNITIES OF HEALTH

In case of need, studying from among persons with limited opportunities of health (according to the statement of the student) some of the following options of perception of information taking into account their specific psychophysical features can be offered:


–for persons with disorders of vision: in printed form the increased font; in electronic form; in the form of the audiofile (transfer of training materials to an audioformat); in printed form be always on the lips Braille; individual consultations with attraction of a tiflosurdoperevodchik; individual tasks and consultations.

–for persons with a hearing disorder: in printed form; in electronic form; videos with subtitles; individual consultations with involvement of the signer; individual tasks and consultations.

–for persons with musculoskeletal disorders: in printed form; in electronic form; in the form of the audiofile; individual tasks and consultations.

In case of need uses in educational process of partially/exclusively remote educational technologies, the organization of work of teaching staff with the studying of disabled people is provided in the electronic information and education environment taking into account their specific psychophysical features.

#### Developers

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