



## CUPE Local 3902 (Unit 3) Job Posting

### Sessional Lecturer Position

Posting Date: July 11, 2018, 2018

Program: *Masters of Health Administration (MHSc)*

Sessional dates of appointment: *Fall 2018, September - December*

Course title: *HAD5767H: Health Services Marketing*

### Course Description:

This course provides a foundation from which to analyse the marketing opportunity, develop strategies and tactics and successfully reach the target. By balancing key elements of the marketing mix (product, place and promotion), strategies to create sustainable differentiation are developed. Branding concepts are considered as a means of building stronger bonds with the potential market. Particular attention is paid to the marketing of services or product/service hybrids to overcome the additional challenges facing intangibles. Examples are drawn from best practices marketers in well-known consumer fields. Cases provide opportunities to apply marketing concepts to real world problems.

### Objectives:

Upon successful completion of the course, students will be able to:

- Endorse the benefits of a marketing orientation as a strategic approach to strengthen engagement by an organization's consumers and other stakeholders
- Apply measurements to assess the impact of marketing activities
- Predict the sources of bias in marketing research
- Influence the major factors affecting the acceptance of innovation
- Analyse markets in order to identify viable segments, select appropriate targets, and formulate effective positioning strategies
- Identify the unique qualities that contribute to the creation of a "strong" brand
- Determine solutions for the unique problems facing service brands taking into consideration the interrelationship between marketing strategy and people strategy
- Propose low cost or no cost forms of marketing communications
- Construct a formal marketing plan based on strategic analysis and the integration of relevant marketing principles including a workable implementation plan and measurement of outcomes
- Formulate differentiation strategies for personal branding



Class schedule: Modular

Estimated enrolment: 20

Estimated TA support: based on enrolment - None

**Qualifications:**

- PhD or Master's level education in a related field;
- Experience in leadership development, people development and business development in a healthcare setting;
- Experience in teaching leadership education and marketing at a graduate level.

**Duties:** Course instructor for a professional-stream graduate course. Responsible for course design and assessment of student outcomes. Must be accessible to students outside of classroom hours.

**Salary:** Commensurate with experience and qualifications

**How to submit an application:** please send your CV and cover letter via e-mail to [ihpme.appointments@utoronto.ca](mailto:ihpme.appointments@utoronto.ca).

**Closing date: August 15, 2018**

This job is posted in accordance with the CUPE 3902 Unit 3 Collective Agreement