

**Marketing and communication in dentalcare**

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| 1. **Imprint** | |
| **Academic Year** | 2020/2021 |
| **Department** | English Dentistry Division MUW |
| **Field of study** | English Dentistry Division |
| **Main scientific discipline** *(in accord with appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019)* | Medical Science |
| **Study Profile** *(general academic / practical)* | general academic |
| **Level of studies** *(1st level /2nd level/ uniform MSc)* | uniform MSc |
| **Form of studies** | regular day studies |
| **Type of module / course**  *(obligatory / non-compulsory)* | Optional (e-learning) |
| **Form of verification of learning outcomes** *(exam / completion)* | Competition |
| **Educational Unit / Educational Units** *(and address / addresses of unit / units)* | Department of Social Medicine and Public Health  Medical University of Warsaw  Oczki 3, 02-007 Warszawa  Phone: 22-621-52-56, 22-621-51-97  E-mail: zmsizp@wum.edu.pl |
| **Head of Educational Unit / Heads of Educational Units** | Dr hab. n. med. Aneta Nitsch-Osuch |
| **Course coordinator** *(title, First Name, Last Name, contact)* | Dr n. ekon. Magdalena Bogdan  mbogdan@wum.edu.pl |
| **Person responsible for syllabus** *(First name, Last Name and contact for the person to whom any objections concerning syllabus should be reported)* | Dr n. ekon. Magdalena Bogdan  mbogdan@wum.edu.pl |
| **Teachers** | Dr Magdalena Bogdan |

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| 1. **basic information** | | | | |
| **Year and semester  of studies** | I, II, III, IV, V | | **Number of ECTS credits** | 1,5 |
| **forms of classes** | | **Number  of hours** | **ECTS credits calculation** | |
| **Contacting hours with academic teacher** | |
| Lecture (L) E-LEARNING | | 10 h | 0.3 | |
| Seminar (S) E-LEARNING | | 20 h | 0.7 | |
| **Unassisted student’s work** | | | | |
| Preparation for classes and completions | | 15 h | 0,5 | |

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| 1. **Course objectives** | |
| O1 | This course will cover the major information about marketing and communication in dental. |

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| Standards of learning – Detailed description of effects of learning *(concerns fields of study regulated by the Regulation of Minister of Science and Higher Education from 26 of July 2019; does not apply to other fields of study)* | | |
| **Code and number of effect of learning in accordance with standards of learning**  *(in accordance with appendix to the Regulation of Minister of Science*  *and Higher education from 26th of*  *July 2019)* | | **Effects in time** |
| **Knowledge – Graduate\* knows and understands:** | | |
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| **Skills– Graduate\* is able to:** | | |
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*\* In appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019 „graduate”, not student is mentioned.*

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| 1. **Additional effects of learning** *(non-compulsory)* | |
| **Number of effect of learning** | **Effects of learning i time** |
| **Knowledge – Graduate knows and understands:** | |
| K1 | Student knows principles of the theory of management in healthcare and dental care |
| K2 | Student knows principles of the theory of marketing in healthcare and dental care |
| **Skills– Graduate is able to:** | |
| S1 | Student can use a methods and tools of management and marketing in dental care units |
| **Social Competencies – Graduate is ready for:** | |

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| 1. **Classes** | | |
| **Form of class** | **Class contents** | **Effects of Learning** |
| Lectures  (e-learning)  Seminars  (e-learning) | **The topics of the lectures:**  L1 - Principles of the theory of social and commercial marketing - Different models of marketing strategies and methods - advantages and disadvantages;  L2 – Social marketing and communication – the scope and the differences in regardless to commercial marketing.  L3 - Social media marketing in dentalcare and the examples of the best global campaigns.  L4 - Role of the marketing and communication in the implementation of the health policy. National Health Program as an instrument of the health policy.  **The topics of the seminars:**  S1- Principles of the theory of communication – with the patient and with the population.  S2 - Doctor – patient communication – strategies, methods and practical tips.  S3 – Patient communication skills – a guide to practice.  S4 – Social marketing campaign 1 – group project.  S5 - Social marketing campaign 2 – group project. | K1, K2  K1, K2  K1, K2  K1, K2  K1, K2  K1, K2  K1, K2  K1, K2, S1  K1, K2, S1 |

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| 1. **Literature** |
| **Obligatory** |
| 1. Bercovitz E., Essentials of the health care marketing, 3rd edition. 2. Silverman J at all., Skills for communicating with patients, 3rd edition. 3. Walsche K., Smith J., Healthcare management, Open University Press, 1st edition, 2004. |
| **Supplementary** |
| 1. Getzen, T., Health Economics: Fundamentals and Flow of Funds, John Wiley & Sons, Inc., 1997. |

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| Verifying the effect of learning | | |
| **Code of the course effect of learning** | **Ways of verifying the effect of learning** | **Completion criterion** |
| *e.g. G.K1, G.S1, K1* | *This field defines the methods used for grading students e.g. pop quiz, test, written report etc.* | *e.g. threshold number of points* |
| S1-S10 | Active participation in e-learning seminars | Positive evaluation of the project. |

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| 1. **Additional information** *(information essential for the course instructor that are not included in the other part of the course syllabus e.g. if the course is related to scientific research, detailed description of, information about the Science Club)* |
| Information on duty hours, course requirements and instruction available in the department office. |