

Health Marketing Course Test

1. Health Marketing Course Test

Thank you for taking the "Health Marketing: Commercial Marketing to Improve Health" continuing education self-study course. Part of the requirements is that you take a test and complete an evaluate of the course. The test follows. Please answer the questions on the following pages. There are 16 questions and to receive the certificate must pass with at least 70% (>=11) correct.

Jim Grizzell, MBA, MA, CHES, ACSM -HFS
Health Education Partners
jim@healthedpartners.org (909) 856-3350

Scoring and Submitting Answers: 1 pt per question. Multiple answer questions have a negative score for incorrect responses (i.e., -.25). Total score displays on page 8. When ready click on the Submit button at the upper right of this form's Window.

2. Contact and Certification/Licensd Information

Please be sure your information is correct. The evaluation is set so you will not be able to return to a previous page. Also, be sure to answer all questions (unless noted otherwise). It will not let you go to the next page if you miss answering a question.

*** Please provide contact information. First and last names and email address are required. These, at least, are needed for your certificate and emailing it to you.**

First Name:

Last Name:

Address:

Address 2:

City/Town:

State:

ZIP Code:

Country:

Email Address:

Phone Number:

Provide the name or names of your certification, registration or, license name and number. This will be used on your certificate of passing the course. Example: CHES 119198

Certification, registration or, license name and number

Certification, registration or, license name and number

Certification, registration or, license name and number

3. Qesitons 1, 2 and 3

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*** 1. In the early 20th century marketing had a strong supply and distribution focus at the time when producing tangible products and taking them to market was the mission critical to most businesses.**

True

False

*** 2. Early students of marketing were educated as economists.**

True

False

*** 3. By 1900, it was being found that demand consisted of more than simple purchasing power. It reflected desire as well as ability to purchase, and new experiences with advertising and salesmanship were proving that desire could be increased and molded by factors other than the mere existence of supply.**

True

False

4. Questions 4, 5 and 6

*** 4. Social issues and marketing became much more important, as the influence not of society upon marketing, but of marketing upon society became a focus of interest during the 1970 Period of Socialization.**

True

False

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*** 5. Bartels said the societal aspects of marketing, and quantitative marketing analysis began during which one of these "Developmental Stages of Marketing Thought."**

1900-1910 Period of Discovery

1920-1930 Period of Integration

1930-1940 Period of Development

1950-1960 Period of Reconception

1970 Period of Socialization

5. Questions 6 and 7

*** 6. Match the person with his concept.**

Three basic operations in business production, distribution, and facilitating functions or administration.

Business is concerned with motion of one sort or another—specifically, motion changing form called production, or motion changing place and ownership, called distribution

Marketing was a job of coordination, of planning the binding force in marketing, of management of the complicated relations

Butler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bohm-Bawerk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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*** 7. 1970. The Period of Socialization. As social concepts were introduced in several ways, and as the terminology was not originally self-explanatory, the following glossary may indicate the manner, if not the degree, to which marketing thought became socialized.**

Match the social concept terms from the 1970 Period of Socialization

	The social context of action and interaction in marketing	Behavior of participants in the marketing process was interpreted as role fulfillment in group interaction.	Application of marketing principles to promoting and facilitating the exchange of values, non-economic, and nonprofit social organizations.	There is an interface between marketing management and society in general, as the community.
The obligation to conform to the role expectations sanctioned by society.	processes includes not only market role relations but also pluralistic role identification in all major institutions of the societal structure.			

Social Behavior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Societal Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing and Society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Questions 8 and 9

*** 8. 1960-1970 Period of Differentiation characterized the 1960s. Differentiation consisted of the emergence of new conceptual and methodological perspectives in terms of which the marketing process was to view. Among the new viewpoints were which of the following (mark all that apply):**

- Management decision making
- Social and behavioral patterns
- Quantitative analysis
- Systems structure and behavior
- Environmental constraints
- Comparative analysis
- International markets
- Physical distribution

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*** 9. In the 1920-1930 Period of Integration Fred E. Clark defined marketing as "those efforts which effect transfer in the ownership of goods."**

True

False

7. Questions 10 and 11

*** 10. Match the year with its definition.**

	The performance of business activities that direct the flow of goods and services from producers to consumers.	The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.	An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.	The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
1935	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1985	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2004	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 11. The 4 Ps of marketing, four classes of strategies and tactics, to consider when planning intervention activities for a target audience are**

- Product
- Policy
- Price
- Place
- Promotion

8. Questions 12 and 13

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* 12. Match the marketing term with its definition.

<p>Advantages that the audience associates with a behavior. What the audience will obtain from the desired behavior change.</p>	<p>The behaviors and related benefits that the target audience may prefer over the behavior you are promoting.</p>	<p>The concept that people compare the costs and benefits of performing a behavior before actually doing it. The benefits must outweigh the cost in order for people to perform a behavior.</p>	<p>Factors that get in the way of the audience adopting the desired behavior change. Factors may be external or internal to audience members themselves (e.g., lack of proper health care facilities, the belief that fate causes illness and one cannot alter fate, lack of skill to use a condom correctly, etc.).</p>
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Barrier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Benefit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exchange	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* 13. Match the marketing term with its definition.

<p>Factors, either internal or external, that influence an individual's actions or behaviors. Behavioral science theories and models list various determinants.</p>	<p>Research designed to enhance your understanding of the target audience's characteristics, attitudes, beliefs, values, behaviors, determinants, benefits and barriers to behavior change in order to create a strategy for social marketing programs. Also called consumer or audience research.</p>	<p>A guiding plan of action for your entire social marketing program. Market strategy encompasses the specific target audience segment(s), the specific desired behavior change goal, the benefits you will offer, and the interventions that will influence or support behavior change. Also known as the "marketing mix."</p>
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Market Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Determinants of Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Questions 14 and 15

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*** 14. Based on what you learned from the course please rate how well you think each of these definitions of health marketing accurately reflect what you believe would best introduce people to health marketing. There are no right or wrong answers. You get credit for answering.**

Health Marketing is:

1 - Does not define health marketing at all

2

3

4

5

6

7

8

9

10 - Defines health marketing extremely well

Definition 1: creating, communication and delivering health information and interventions using customer-centered and science based strategies to protect and promote the health of diverse populations.

Definition 2: health promotion programs that are designed to satisfy consumer needs, strategized to reach as broad an audience as is in need of the program, and thereby enhance the organization's ability to effect population-wide changes in targeted risk behaviors.

Definition 3: the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

To get credit for answering this question click on this box if you gave a rating for each definition.

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Here are 3 additional ideas for health marketing definitions

** the development, distribution and promotion of products and services that foster beneficial change among both people and places.

** a consumer-driven application of marketing principles and techniques to program development, implementation, and evaluation in an effort to promote change or modification in health behavior.

** the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends.

*** 15. Please type a brief concise sentence with how you believe a definition should read to introduce people to the field of health marketing.**

10. Last Question

*** 16. Which 2 of the 6 AMA "Marketing Health Services" journal articles did you read? And, what one significant idea, concept or thought stood out as important or new information for you from either article?**

Title of an article
(abbreviations is OK)

Title of another article

Please give one significant idea, concept thought learned or important for you from either article

NOTE: Click on each of the 4 boxes to the right if you answered questions 15 and 16.

11. Thank You

Thank you for completing the test. If you have any questions or would like to provide comments please send them or call me using the contact information below. Remember to complete the course evaluation.

To facilitate getting your test scored in 1 to 3 days please consider sending me an email telling me you completed the test. Click here [Continuing Education](mailto:ce@healthedpartners.org) (ce@healthedpartners.org). Otherwise, I do check for completed tests at least once per week.

Jim Grizzell

Jim Grizzell, MBA, MA, CHES, ACSM -HFS, FACHA
E - jim@healthedpartners.org, C - 909-856-3350

W - www.csupomona.edu/~jvgrizzell, <https://experts.csupomona.edu/expert.asp?id=120>

Total Score (you can return to the questions and change your answer):