

# Health Marketing: Commercial Marketing Strategies to Improve Health

A self-study continuing education course providing 5.0 Category 1 CECHs (includes 2.5 advanced hours)

<b>General Information</b>	Instructor: Jim Grizzell, MBA, MA, CHES, ACSM-HFS Email: <a href="mailto:jim@healthedpartners.org">jim@healthedpartners.org</a> Phone: 909-856-3350 (cell, please call between 8 am - 9 pm ET) Project Tools: All materials available online
<b>Course Description</b>	This is a learning experience on marketing and its use for improving health. The learner participates in an online self-study and –paced without regard to time or location. This offering consists of reading and/or listening to text of journal articles and podcasts about the history and concepts of business marketing being applied to health as an idea, a product or service, and people as customers, participants, clients. An emerging related topic addressed is health communication. The course includes an assessment (test) and evaluation to be submitted for credit.
<b>Course Goals and Objectives</b>	The goal is to market marketing so health professionals intend to and do incorporate marketing techniques in interventions to improve health, insure participants have positive attitudes and perceptions of marketing and an increased knowledge about marketing.
<b>Course Requirements</b>	<u>Study Materials:</u> Journal articles and web pages in choices of text or speech <u>16-Question Assessment</u> (pass with ≥70% correct) <u>Course Evaluation</u>
<p><b>The entire course will be done electronically using the web and email.</b> Here is a link to a page with course syllabus, materials and resources: <a href="http://www.healthedpartners.org/ceu/hm/hmselfstudyguide.pdf">www.healthedpartners.org/ceu/hm/hmselfstudyguide.pdf</a></p> <p><b>16-question multiple choice post-course assessment (required)</b> <a href="http://www.healthedpartners.org/ceu/hm/healthmarketingcoursetest.pdf">www.healthedpartners.org/ceu/hm/healthmarketingcoursetest.pdf</a></p> <p><b>Course Evaluation (required)</b> <a href="http://www.surveymonkey.com/r/healthmarketing">www.surveymonkey.com/r/healthmarketing</a></p>	
<b>Course Completion Certificate</b>	Course completion certificate for 5.0 (includes 2.5 advanced) continuing education contact hours) will be awarded if a score of ≥70% (11 of 16) is achieved and the Course Evaluation is completed. Payment of fee is required.

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## Introduction

The goal of this course is to market marketing to health educators. That is - help you see many more benefits than costs to using commercial or business marketing techniques for improving individual and public health.

Marketing has received quite a bit of “bad” press as reflected by part of the title of the book by Gerard Hastings which is “. . . Why should the Devil have all the best tunes?” And John Quelch wrote in the Harvard Business School’s Working Knowledge that “Many dismiss marketing as manipulative, deceptive, and intrusive. Marketing, they argue, focuses too much of our attention on material consumption.” He also states “manipulation and deception of consumers by irresponsible marketers is all too common.”

Jay Bernhardt, director of CDC’s National Health Marketing Center, wrote in one of your reading assignments “Successful commercial marketing can mean the difference between a company’s profit and loss, jobs or layoffs, growth or bankruptcy. Mention the word *marketing* to public health professionals, and you may get blank stares, head shakes, or looks of confusion.” Cigarette makers and fast food companies are effective at marketing and we can use the exact same techniques they use for “selling” use of behaviors that cultivate health. Those behaviors might be to influence policy makers to vote for more walkable community projects as well as better eating or physical activity behaviors.

The course starts with a history of marketing from the early 20<sup>th</sup> century when marketing involved production and supply and demand to the transition years of the 60s and 70s when concepts of consumerism, to this century which includes the thought that non-profit organizations can be in the American Marketing Association’s definition of marketing.

The course concludes with variations of definitions of health marketing and examples of how marketing can be and is being used to enhance health.

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## NOTE

You have 2 ways to “read” the text of articles and web pages. You can choose to read text from pdf files or web pages. You can also listen to the same text of most pdf and html files via MP3/Audio files. See page 5 if you would like hints and help using the pdf, html and mp3/audio files.

Estimated Time	Objectives and Assignments
~0.25 hours	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>Review this Study Guide (~15 min)</li> </ul>
~0.7 hours	<p><b>Marketing History and Theory</b></p> <p>After studying the materials the participant will be able to:</p> <ul style="list-style-type: none"> <li>Provide expert assistance on the history of marketing thought and theory</li> <li>Explain rationale of perceptions and attitudes to marketing</li> </ul> <p><b>Reading and/or Listening Assignments</b></p> <ul style="list-style-type: none"> <li>History of Marketing (~5 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>History of Marketing Thought (~35 min, NOTE: text-to-speech of this reading is split into 2 files of ~30 min each) <a href="#">PDF</a> <a href="#">AUDIO1</a> <a href="#">AUDIO2</a></li> </ul>
~0.3 hour	<p><b>Evolving Definitions of Marketing</b></p> <p>After studying the material in this Division the participant will be able to:</p> <ul style="list-style-type: none"> <li>State AMA's 4 definitions from 1935, 1985, 2004 and 2007</li> <li>Describe the rationale for each definition</li> </ul> <p><b>Reading and/or Listening Assignments</b></p> <ul style="list-style-type: none"> <li>What is the Meaning of Marketing (pp 17-18, ~5 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>AMA Proposes 2007 Definition (~5 min) <a href="#">AUDIO</a></li> <li>Implications of the 2007 Definition (~5 min) <a href="#">AUDIO</a></li> <li>Press release announcing 2007 definition (~5 min) <a href="#">AUDIO</a></li> </ul>
~0.25 hour	<p><b>Marketing Basics</b></p> <p>After studying the material in this Division the participant will be able to:</p> <ul style="list-style-type: none"> <li>List the 13 key concepts and terms of marketing</li> <li>Describe the key concepts of marketing</li> </ul> <p><b>Reading and/or Listening Assignments</b></p> <ul style="list-style-type: none"> <li>13 definitions of key marketing Terms in CDCynergy Social Marketing's online glossary (~5 min) <a href="#">HTML</a> <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>CDC's National Health Marketing Center description of marketing basics (~10 min) <a href="#">HTML</a> <a href="#">PDF</a> <a href="#">AUDIO</a></li> </ul>
~0.75 hour	<p><b>So, What the Heck is Health Marketing</b></p> <p>After studying the material in this division the participant will be able to:</p> <ul style="list-style-type: none"> <li>State CDC's definition of health marketing</li> <li>Describe social marketers' definitions of health marketing</li> </ul> <p><b>Reading and/or Listening Assignment</b></p> <ul style="list-style-type: none"> <li>"What the Heck is Health Marketing" (~5 min) <a href="#">HTML</a> <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>CDC Health Marketing Podcast (~9 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>CDC "What is Health Marketing" (~5 min) <a href="#">HTML</a> <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>Social Marketing: An Approach to Planned Social Change (~30 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> </ul>

<p>~3.0 hours</p>	<p><b>Examples and Variations on Health Marketing</b></p> <p>After studying the material in this section the participant will be able to:</p> <ul style="list-style-type: none"> <li>• List tasks and projects of CDC’s National Health Marketing Center</li> <li>• Assess efficacy (analyze, differentiate and compare approaches and application) of health marketing, social marketing and health communication</li> <li>• Select a variety of strategies and interventions to achieve stated objectives</li> </ul> <p><b>Reading and/or Listening Assignment</b></p> <ul style="list-style-type: none"> <li>• CDC’s Health Marketing Report for 2008 (~45 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>• Social Marketing and Public Health Intervention (~25 min, mp3 audio of this article is in 3 files of ~20 min each) <a href="#">PDF</a> <a href="#">AUDIO1</a> <a href="#">AUDIO2</a> <a href="#">AUDIO3</a></li> <li>• Improving Health through Health Marketing (~10 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>• Marketing Perspectives on Disseminating Evidence-Based Approaches to Improve Public Health (~20 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>• Marketing and Communication as Tools to Cultivate the Public’s Health (~60 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>• AMA Journal: Marketing Health Services (select and read two (2) articles in the Summer 2009 issue, ~20 Min, <a href="#">HTML</a> <a href="#">PDF</a></li> </ul> <p><b>NOTE:</b> all six articles are in the PDF file)</p> <ol style="list-style-type: none"> <li>1. Whisper to a Scream (use of social media) <a href="#">AUDIO1</a></li> <li>2. The A Word (benefits of audits) <a href="#">AUDIO2</a></li> <li>3. Signs of the Times (marketing budget cut hazards) <a href="#">AUDIO3</a></li> <li>4. Marketing Rebirth (marketing an obstetrics program) <a href="#">AUDIO4</a></li> <li>5. A Star is Born (in-house media training program) <a href="#">AUDIO5</a></li> <li>6. When a Big Name Isn’t Enough (more than reputation) <a href="#">AUDIO6</a></li> </ol>
<p>~0.25 hours</p>	<p><b>Take test and complete evaluation</b></p> <p>Be sure to save the test to your computer before taking the test for your records. Open it using Adobe Reader so you can use all the formats and see scoring on the last page. Be aware that some browsers open pdf files in it own pdf reader software which may let you enter responses but not view them after the form is save or see scores. If you need Adobe Reader you can download the version for your computer (i.e., PC or Mac) from this link: <a href="http://get.adobe.com/reader/otherversions">http://get.adobe.com/reader/otherversions</a>.</p> <ul style="list-style-type: none"> <li>• 16-question test <a href="http://www.healthedpartners.org/ceu/hm/healthmarketingcoursetest.pdf">www.healthedpartners.org/ceu/hm/healthmarketingcoursetest.pdf</a></li> <li>• Course evaluation <a href="http://www.surveymonkey.com/r/healthmarketing">www.surveymonkey.com/r/healthmarketing</a></li> </ul>

# Hints to Download, Read, Listen to and Do Key Word Searches of Course Materials

## PDF and HTML Files

You'll need Adobe Reader or another program that opens pdf files. Permalinks in the Division assignments that follow take you to the Congressional Research Service online version.

To open these files click the left button of your mouse. Be sure you are connected to the internet

To save files to your computer click the right button and follow instructions on the screen.

## AUDIO Files

These are the same text from articles and web pages. They are spoken at about 125 words per minute so listening time is about twice that of reading the pdf files or web pages. The text can sound awkward since it is converted to speech using text-to-speech software. Also, text may have gone through several conversions from pdf to Word to plain text before conversion to speech. As a result some words are not pronounced the way we're familiar. A suggestion is to listen for the concepts in the article and try to ignore the voice.

What to Use for Listening: Audio files read from assignment text are in mp3 format. You can listen to these with many programs such as Windows Media Player, RealPlayer or QuickTime. If you prefer to listen to these you may need to set options on your browser to open in a specific one or download and save to your hard drive. Also, download to listen on an Ipod or an Iphone.

To open these files click the left button of your mouse. Be sure you are connected to the internet.

To save files to your computer click the right button and follow instructions on the screen.

## Search within PDF Documents and Web Pages

If you would like help on this please go to pages 7 - 9 for instructions.

# Additional Optional Course Materials and Resources

**In Praise of Marketing** by John Quelch in Harvard Business School's Working Knowledge  
<http://hbswk.hbs.edu/item/6015.html> and <http://hbswk.hbs.edu/pdf/item/6015.pdf>

## **Health Marketing: Let's Model Ours after CDC's National Health Marketing Center**

(PPT, 3.7 MB)

PowerPoint presentation at American College Health Association 2009 annual meeting.

<http://www.csupomona.edu/~jvgrizzell/healthmarketing/>

## **Google Alerts for "Health Marketing"**

This most often has applications of using media to advertise products, not true health marketing.

## **Fast-Food Nation: The True Cost Of America's Diet**

Rolling Stone magazine (USA), Issue 794, September 3rd 1998

By National Magazine Award winner Eric Schlosser

<http://www.mcspotlight.org/media/press/rollingstone1.html>

<http://www.mcspotlight.org/media/press/rollingstone2.html>

## **Alcohol, Then Tobacco. Now Fast Food?**

Chain restaurants, despite their efforts, face mounting pressure to curb marketing of unhealthy foods to children. Are outright fast-food bans next?

[http://www.businessweek.com/bwdaily/dnflash/content/jun2009/db20090630\\_606062.htm](http://www.businessweek.com/bwdaily/dnflash/content/jun2009/db20090630_606062.htm)

## **McDonald's 4Ps of Marketing**

39 slides show, Slides 15-39 cover the 4Ps

<http://www.healthedpartners.org/ceu/hm/fmcdonalds4psmarketing.pdf>

<http://www.scribd.com/doc/6464143/McDonalds-4Ps-Of-marketing>



## **Fast Food E-marketing Master's Thesis**

[www.healthedpartners.org/ceu/hm/fthesisfastfoodmarketing](http://www.healthedpartners.org/ceu/hm/fthesisfastfoodmarketing)

## **Modern Tobacco Marketing**

For us, modern tobacco brand marketing is driven by an excellent understanding of the consumer and by sticking to the marketing fundamentals that are appropriate to this challenging product category.

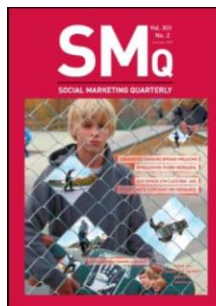
[www.bat.com/group/sites/UK\\_3MNFEN.nsf/vwPagesWebLive/DO78BDW6?opendocument&SKN=1](http://www.bat.com/group/sites/UK_3MNFEN.nsf/vwPagesWebLive/DO78BDW6?opendocument&SKN=1)

[www.healthedpartners.org/ceu/hm/britishamericantobacco4ps.pdf](http://www.healthedpartners.org/ceu/hm/britishamericantobacco4ps.pdf)



## **Adaptation and Adoption of the American Marketing Association (2007) Definition for Social Marketing**

ABSTRACT: Social marketing has traditionally been the adaptation and adoption of commercial marketing. With the release of the American Marketing Association (2007) definition, commercial marketing may well have become the adaptation of social marketing with the new commercial marketing definition recognizing the role of non-profit and social marketing with "clients" as one of the four beneficiaries of marketing activities. The



### **Social Marketing Quarterly**

Publication details, including instructions for authors and subscription information:  
<http://www.informaworld.com/smpq/title~content=t713846174>

Adaptation and Adoption of the American Marketing Association (2007) Definition for Social Marketing  
Stephen Dann

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To link to this article: DOI: 10.1080/15245000802034739  
URL: <http://dx.doi.org/10.1080/15245000802034739>

revised definition also includes indirect benefit in the form of value for customers, consumers, and society at large in an update that makes the contemporary definition of marketing extremely compatible with existing social marketing theory and practice. This article examines how social marketing theory and practice fit into the revised understanding of commercial marketing. It also discusses how the new AMA definition resolves several of the problems encountered with the AMA 2004 definition of marketing. In summary, AMA (2007) presents an opportunity for the mainstreaming of social marketing within the core understanding of marketing practice, while also creating the opportunity for social marketers to adopt the commercial marketing approach of creating, communicating, delivering, and exchanging offerings of value to improve the welfare of the individual and that of society.

[www.mendeley.com/download/public/280/15275/042d565301b49e62779165f2344d327ffb530e29/dl.pdf](http://www.mendeley.com/download/public/280/15275/042d565301b49e62779165f2344d327ffb530e29/dl.pdf)

# Key Word Search within PDF Document & Web Page

## Browsers

### Firefox Mozilla

(from Help or go to [http://support.mozilla.com/en-US/kb/Searching+within+a+page?style\\_mode=inproduct&s=search](http://support.mozilla.com/en-US/kb/Searching+within+a+page?style_mode=inproduct&s=search))

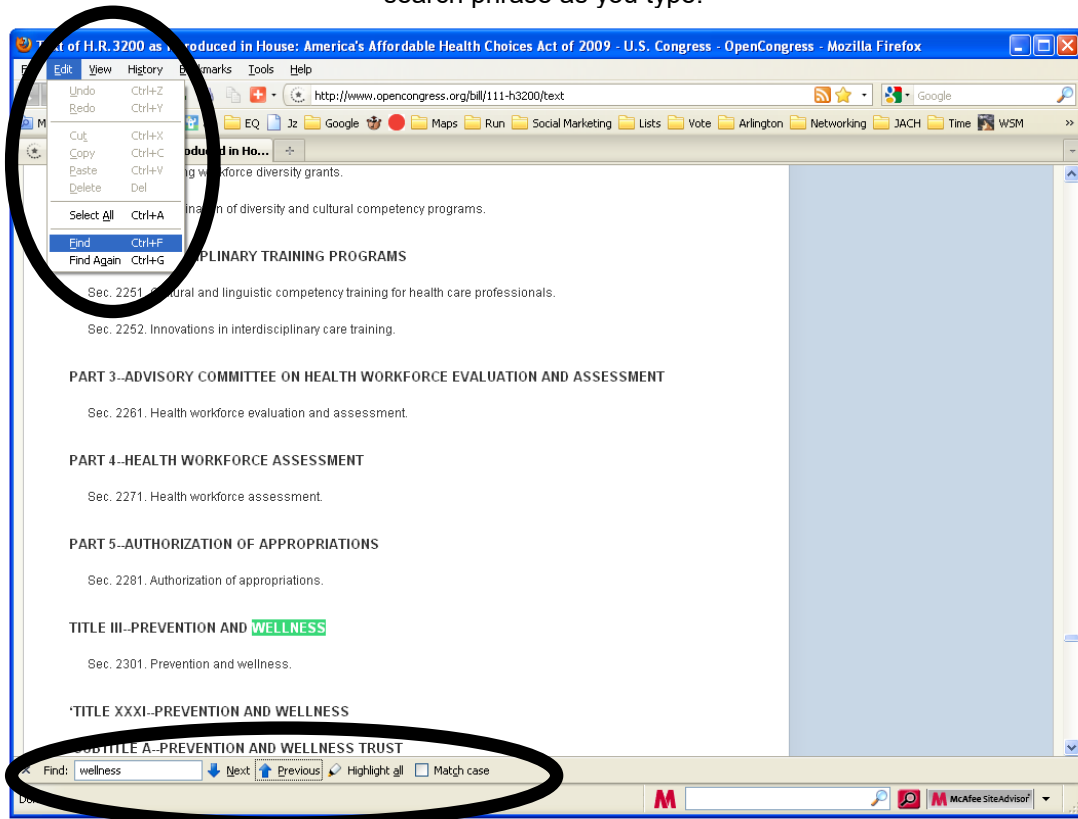
#### Using the Find bar

To start searching for text on a page:

Open the Find bar:

- Use the Ctrl+F keyboard shortcut.
- Click on the **Edit** menu, then select Find.

Type a search phrase into the Find Bar's **Find:** field. Firefox will start highlighting instances of your search phrase as you type.



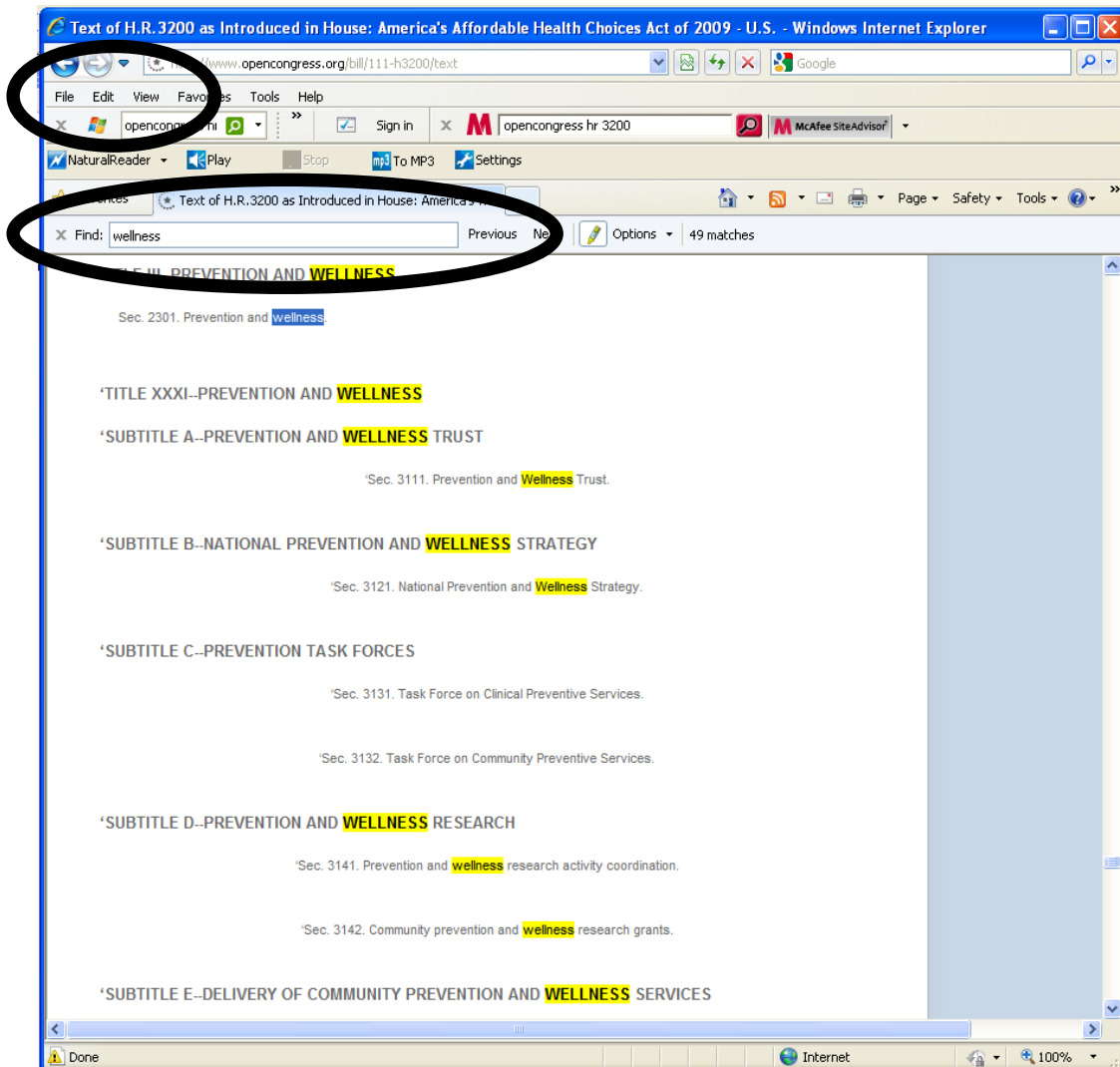
### Internet Explorer (from IE Help)

To find information on a webpage

1. In Internet Explorer, click the **Edit** menu, and then click **Find on this Page** to display the text box on the tab row.



2. In the text box on the tab toolbar, type the word or phrase you want to find on this page. The number of matches found will appear next to the **Options** button, and the page will automatically scroll to the first occurrence of the word or phrase.
3. To go to the next or previous instance of the word or phrase, click the **Next** or **Previous** button.



## Adobe PDF

### Find text in a PDF

The Find toolbar searches the currently open PDF.

1. Type the text you want to search for in the text box on the Find toolbar.
2. (Optional) Click the arrow next to the text box and choose one or more of the following:
3. Press Enter.

Acrobat jumps to the first instance of the search term, which appears highlighted.

4. Press Enter repeatedly to go to the next instances of the search term.

