HSA 505 CASE STUDY 3 MISSED OPPORTUNITIES

Case Study 3: Missed Opportunities
Due Week 9 and worth 200 points

Read the case study titled “Missed Opportunities”, located in the online course shell.

Write a four to six (4-6) page paper in which you:

1. Examine the pros and cons from the perspective of Crestview Hospital of the placement of its new billboard directly adjacent to Briarwood Medical Center. Interpret the reaction of customers and other community stakeholders to the billboard postings.

1. Use competitive marketing entry strategies to suggest the action that Briarwood Hospital should undertake to counter the messages in the new Crestview Hospital Billboard postings.

1. Recommend the marketing communication strategy or strategies that both Crestview and Briarwood Hospitals should employ. Justify why the Governing Board of both hospitals should take a proactive role in promoting and implementing effective marketing strategies.

1. Assess the value of the various marketing research tool(s) that Briarwood and Crestview hospital could use to promote effective marketing communication strategies. Justify your response.

1. Use at least five (5) quality academic resources. Note: Wikipedia and other Websites do not qualify as academic resources.

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.

- Include a cover page containing the title of the assignment, the student’s name, the professor’s name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

- Evaluate marketing research tools involved in the marketing process.

- Formulate competitive market entry strategies based on analysis of global markets that comply to initiatives in the health care industry.

- Determine the marketing communications strategy used in health care services.
Your assignment must follow these formatting requirements:
The specific course learning outcomes associated with this assignment are:

- Use technology and information resources to research issues in health services strategic marketing.
- Write clearly and concisely about health services strategic marketing using proper writing mechanics.

Course Home Work aims to provide quality study notes and tutorials to the students of HSA 505 CASE STUDY 3 MISSED OPPORTUNITIES in order to ace their studies.