

BU8544 – Marketing Health: Consumers’ Pursuit of Wellness

A) Course Aims/Description

The health, beauty, and wellness industry is predicted to have a strong growth in the coming years. Healthy lifestyle has become a global trend with many health-conscious followers. With the disposable income and life expectancy increasing, many consumers are willing to spend a considerable amount of income on seeking and keeping health and beauty. This course aims to provide an overview on how to conduct marketing in the growing health and beauty industry. Non-business students interested in learning how to develop marketing strategy, business students interested in understanding more about the business landscapes of the health and beauty industry, and any students as consumers interested in gaining insights into their own pursuit of wellness should take this course. Fundamental marketing concepts, principles, and frameworks will be introduced. Cases in health and beauty industry will be discussed. You will practice your critical thinking, creative thinking, and ethical reasoning when working on the course assignments. After taking this course, you will be able to develop a comprehensive marketing strategy for product/service related to health. You will also become a more discerning consumer when making purchase decisions for health and beauty product/service.

B) Intended Learning Outcomes (ILO)/Objectives

By the end of this course, you should be able to:

1. Evaluate ethical issues in the health marketing context with sound reasoning.
2. Develop a comprehensive marketing strategy for product/service related to health.
3. Propose a wellness site development.

C) Course Content

- Overview of Marketing Health
- Ethical Reasoning in Health and Beauty Marketing
- Marketing Strategy Development
- Market Analysis and Planning
- 7P: Promotion
- 7P: Product and Place
- 7P: Price and Process
- 7P: People and Physical Evidence
- Marketing Cases in Health and Beauty Industry
- Wellness Tourism Trends
- Wellness Site Development

D) Assessment (includes both continuous and summative assessment)

Component	Weightage	Team/Individual
1. Class Contribution	10%	Individual
2. Individual Assignment	10%	Individual
3. Online Test	30%	Individual
4. Group Project	50%	Group
Total	100%	

E) Planned Weekly Schedule

Week	Topic
1	Overview of Marketing Health
2	Healthcare Marketing
3	Marketing Strategy Formulation
4	Market Analysis
5	Marketing Plan – STP
6	Marketing Plan – Implementation and Control
7	7P: Promotion
Recess Week	
8	Wellness Tourism 7P: Product and Place
9	Wellness Tourism 7P: Price and Process
10	Wellness Tourism 7P: People and Physical Evidence
11	Online Test
12	Project Presentation
13	Project Presentation