**Case Study 3: Missed Opportunities**

Due Week 9 and worth 100 points

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

**Please read the grading rubric**

Write a six (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.
2. 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.
3. 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.
4. 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.
5. Use at least nine (9) quality academic resources. **Note:** Wikipedia and other Websites do not qualify as academic resources.

Your assignment must follow these formatting requirements:

* Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations
* References must follow APA.
* 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.

The specific course learning outcomes associated with this assignment are:

* 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.
* 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.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

**Grading Rubric**

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| --- | --- | --- | --- | --- |
| **Points: 100** | **Case Study 3: Missed Opportunities** | | | |
| **Criteria** | **Unacceptable**  **Below 70% F** | **Fair**  **70-79% C** | **Proficient**  **80-89% B** | **Exemplary**  **90-100% A** |
| 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.  Weight: 25% | Did not submit or incompletely examined the pros and cons from the perspective of Crestview Hospital of the placement of its new billboard directly adjacent to Briarwood Medical Center. Did not submit or incompletely interpreted the reaction of customers and other community stakeholders to the billboard postings. | Partially examined the pros and cons from the perspective of Crestview Hospital of the placement of its new billboard directly adjacent to Briarwood Medical Center. Partially interpreted the reaction of customers and other community stakeholders to the billboard postings. | Satisfactorily examined the pros and cons from the perspective of Crestview Hospital of the placement of its new billboard directly adjacent to Briarwood Medical Center. Satisfactorily interpreted the reaction of customers and other community stakeholders to the billboard postings. | Thoroughly examined the pros and cons from the perspective of Crestview Hospital of the placement of its new billboard directly adjacent to Briarwood Medical Center. Thoroughly interpreted the reaction of customers and other community stakeholders to the billboard postings. |
| 2. 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. Weight: 20% | Did not submit or incompletely used competitive marketing entry strategies to suggest the action that Briarwood Hospital should undertake to counter the messages in the new Crestview Hospital Billboard postings. | Partially incompletely used competitive marketing entry strategies to suggest the action that Briarwood Hospital should undertake to counter the messages in the new Crestview Hospital Billboard postings. | Satisfactorily incompletely used competitive marketing entry strategies to suggest the action that Briarwood Hospital should undertake to counter the messages in the new Crestview Hospital Billboard postings. | Thoroughly incompletely used competitive marketing entry strategies to suggest the action that Briarwood Hospital should undertake to counter the messages in the new Crestview Hospital Billboard postings. |
| 3. 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.  Weight: 20% | Did not submit or incompletely recommended the marketing communication strategy or strategies that both Crestview and Briarwood Hospitals should employ. Did not submit or incompletely justified why the Governing Board of both hospitals should take a proactive role in promoting and implementing effective marketing strategies. | Partially recommended the marketing communication strategy or strategies that both Crestview and Briarwood Hospitals should employ. Partially justified why the Governing Board of both hospitals should take a proactive role in promoting and implementing effective marketing strategies. | Satisfactorily recommended the marketing communication strategy or strategies that both Crestview and Briarwood Hospitals should employ. Satisfactorily justified why the Governing Board of both hospitals should take a proactive role in promoting and implementing effective marketing strategies. | Thoroughly recommended the marketing communication strategy or strategies that both Crestview and Briarwood Hospitals should employ. Thoroughly justified why the Governing Board of both hospitals should take a proactive role in promoting and implementing effective marketing strategies. |
| 4. 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.  Weight: 20% | Did not submit or incompletely assessed the value of the various marketing research tool(s) that Briarwood and Crestview hospital could use to promote effective marketing communication strategies. Did not submit or incompletely justified your response. | Partially assessed the value of the various marketing research tool(s) that Briarwood and Crestview hospital could use to promote effective marketing communication strategies. Partially justified your response. | Satisfactorily assessed the value of the various marketing research tool(s) that Briarwood and Crestview hospital could use to promote effective marketing communication strategies. Satisfactorily justified your response. | Thoroughly assessed the value of the various marketing research tool(s) that Briarwood and Crestview hospital could use to promote effective marketing communication strategies. Thoroughly justified your response. |
| 5. Five (5) references  Weight: 5% | No references provided | Does not meet the required number of references; some or all references poor quality choices. | Meets number of required references; all references high quality choices. | Exceeds number of required references; all references high quality choices. |
| 6. Clarity, writing mechanics, and formatting requirements  Weight: 10% | More than 6 errors present | 5-6 errors present | 3-4 errors present | 0-2 errors present |