Your M1 readings included five articles profiling the components of the marketing communications mix: advertising,

personal selling, sales promotion, public relations, and direct marketing. Healthcare marketers must be very familiar

with each category in order to make prudent selections when devising communicative plans for their given

establishments. To aid in developing your ability to make good marketing communications choices, this Practitioner

Application centers on the selection of components from the marketing communications mix.

Specifically, you are to place yourself in the role of Marketing Communications Manager for a soon-to-be-established

home health agency based in the city of your choice. (An actual city must be selected as this assignment calls for

formal market research.) The entity will be known as Scarborough Home Health and it will offer the usual and

customary array of services provided by home health agencies. (If you aren't familiar with home health agencies and

their associated services, conduct Internet research or visit a local provider to gain a proper understanding.) Noting

the competitive nature of the market, the Administrator of the agency has expressed desires to proficiently reach

clients in order to attract their patronage and he has requested a report containing your marketing communications

recommendations. (As the Administrator indicates that the agency is in a competitive market, the city you select must

mirror this attribute. Smaller municipalities likely will not qualify. As such, moderately-sized or larger municipalities

should be selected.)

Think deeply about the particular product line (i.e., home health services), the city in which the services will be

offered, and the various communicative options available for reaching patients (i.e., advertising, personal selling,

sales promotion, public relations, direct marketing). After careful background research and reflection, prepare a

report indicating the components of the marketing communications mix you would use to market the given agency.

For each component of the marketing communications mix, you must indicate whether you do or do not recommend

its use and supply detailed justifications for your associated decision. Additionally, for recommended components,

you must supply details regarding how you plan to put these into practice. Note that general portrayals will be

penalized harshly; specificity is required. For example, if you recommend advertising, you must indicate type(s)

recommended and the name(s) of media providers selected; if you recommend personal selling, you must

communicate your methods of deployment; and so on.

The end result of your efforts should yield a basic marketing communications plan. In the real world, of course, much

more is required, but as student learners, the parameters of the assignment are, by necessity, scaled back. As for

the associated budget, simply assume that the organization possesses resources sufficient for funding a

comprehensive marketing communications campaign.

Abstract (Your paper must include an abstract of approximately 150-250 words. An abstract is a stand-alone

summary of your submission; it must be presented at the beginning of your paper, although, for obvious reasons, it is

prepared after you finish your paper. If you aren't familiar with writing abstracts, simply Google "how to write an

abstract" or similar phrases for a wealth of helpful tips.)

Introduction (In this section, supply a brief introduction, helping the reader grasp the intent of the forthcoming work.)

Background

City Profile (In this section, supply a brief overview of the city of focus, noting its name, population, demographic

characteristics, and any other helpful background information.)

Service Profile (In this section, supply an overview of the area of medicine addressed by the organization: home

health services. Provide a definition, note major areas of focus, and convey other helpful details, demonstrating your

grasp of this particular area of medicine.)

Competitive Landscape (In this section, address home health agency competition in the city, noting direct and

indirect competitors by name. Also describe medical services that could be used as substitutes for home health

services, identifying providers by name.)

Marketing Communications Mix Recommendations

Advertising (In this section, state whether you do or do not recommend advertising, being sure to supply justifications

for your decision. If you recommend advertising, you must describe the media proposed for use, indicate the media

companies by name that will be used, and describe related implementation details. In considering alternatives, you

might find the following link to be helpful: Advertising Media Selection.)

Personal Selling (In this section, state whether you do or do not recommend personal selling, being sure to supply

justifications for your decision. If you recommend personal selling, you must describe in detail how you plan to

deploy this particular component.)

Sales Promotion (In this section, state whether you do or do not recommend sales promotion, being sure to supply

justifications for your decision. If you recommend sales promotion, you must describe the methods proposed for use,

along with associated implementation details.)

Public Relations (In this section, state whether you do or do not recommend public relations, being sure to supply

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justifications for your decision. If you recommend public relations, you must describe the methods proposed for use,

along with associated implementation details.)

Direct Marketing (In this section, state whether you do or do not recommend direct marketing, being sure to supply

justifications for your decision. If you recommend direct marketing, you must describe the methods proposed for use,

along with associated implementation details.)

Conclusions (In this section, summarize the report, being sure to express your expectations regarding how the

selected marketing communications components will impact patient attention and awareness, driving patronage for

the home health agency.)

References (In this section, supply a list of references conforming with the instructions listed elsewhere in this

communication.)