Marketing goals. Overview: For this task, you will examine how a healthcare organization’s vision, mission, and values are aligned to its marketing goals, and you will recommend marketing strategies to ensure a larger profit for the organization. Prompt: First consider the following scenario: For 10 years, the ABC pediatric group in Chicago has managed to make a profit, although the market for pediatrics in Chicago is very competitive. The group consists of 15 physicians, 7 nurse practitioners/physician assistants, 27 nurses, and 10 support/administrative/office staff. Although they have been able to maintain a nominal profit each year for the past 10 years, they want to increase their profit margin while continuing to honor the mission, vision, and values of the practice. To tackle this assignment, you will explain how ABC values support the mission and vision by applying the Teal Trust’s behavioral norms. Based on what you learned about marketing strategies from the course material, you will then make recommendations on how to ensure an increase in profit within such a competitive industry while honoring and maintaining ABC’s mission, vision, and values. Within a 1- to 2-page paper, you will explain how ABC’s values support its mission and vision, while ensuring a larger profit margin. You will accomplish this by answering the following questions: • Values/Mission/Vision: How can ABC ensure that their values support their mission and vision? Within this section, you will integrate and apply the Teal Trust’s five behavioral norms presented in Chapter 3 of the Healthcare Marketing: A Case Study Approach textbook. • Marketing Strategies: What marketing strategies can ABC implement to ensure a larger profit margin for the group and stay true to its mission, vision, and values? You want to be as specific as possible and justify the recommended strategies. Within this section, you will integrate and apply what you learned from the textbooks on marketing strategies. Please do not present your recommendations in the form of bullet points. Refer to the case study and module resources to support your responses. Rubric Guidelines for Submission: The short paper should follow these formatting guidelines: 1 pages in length, double spaced, 12-point Times New Roman font, one-inch margins, and citations in APA style. Critical Elements Exemplary (100%) Proficient (90%) Needs Improvement (70%) Not Evident (0%) Value Values/Mission/ Vision Meets “Proficient” criteria and demonstrates sophisticated understanding of how to ensure an organization’s values support the mission and vision Describes how to ensure the organization’s values support the practice’s mission and vision Describes how to ensure the organization’s values support the practice’s mission and vision, but description is cursory or lacking in detail or logic Does not describe how to ensure the organization’s values support the practice’s mission and vision 40 Critical Elements Exemplary (100%) Proficient (90%) Needs Improvement (70%) Not Evident (0%) Value Marketing Strategies Meets “Proficient” criteria and demonstrates sophisticated understanding of how healthcare marketing strategies ensure a larger profit margin Recommends marketing strategies that will ensure a larger profit margin for the organization, justifying recommendations Recommends marketing strategies that will ensure a larger profit margin for the organization, justifying recommendations, but response has gaps in detail, clarity, or logic Does not recommend marketing strategies that will ensure a larger profit margin for the organization 40 Articulation of Response Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-toread format Submission has no major errors related to citations, grammar, spelling, syntax, or organization Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas 20 Total 100%