

HCM 325 Milestone Two Guidelines and Rubric

Overview: For Milestone Two, you will establish the context for your healthcare product or service, and analyze the market. To establish the context, you will describe the industry segment, describe your target markets, and specify the marketing goals and objectives. In analyzing the market, you will conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis, assess the competitors in the market, and determine the current market position.

Prompt: Establish the context for your healthcare product or service, and analyze the market.

Specifically, the following **critical elements** must be addressed:

II. Establish the Context

- A. Determine the **marketing goals** of your initiative. You should develop at least three specific objectives that apply best practices and align to the organizational mission and vision.
- B. Analyze the **industry segment** for your healthcare product or service. Include all relevant details related to population segment and demographics, market size, psychographic or health status segmentation, regulatory influences, payer mix, and key success factors.
- C. Identify and describe your **target markets**. Be sure to include all relevant details related to their demographics, characteristics, preferences, and consumer behaviors. In any area where you are lacking critical information, explain the type of data that you *would* collect to fully understand your target markets.

III. Market Analysis

- A. Conduct a **SWOT analysis** for your selected healthcare product or service. Be sure to thoroughly analyze the strengths, weaknesses, opportunities, and threats by including at least three items in each category.
- B. **Assess** your organization's **competitors** using specific supporting examples. You should address at least two competitors, and discuss at least three strengths and weaknesses for each.
- C. Based on your SWOT and competitor assessment, draw informed conclusions about your organization's current **market position** and justify your claims with specific supporting examples.

Rubric

Guidelines for Submission: Your draft must be submitted as a 4- to 5-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Establish the Context: Marketing Goals	Specifies at least three marketing goals of the initiative that apply best practices and align to the organizational mission and vision	Specifies marketing goals of the initiative, but fails to identify at least three that apply best practices and align to the organizational mission and vision	Does not specify marketing goals of the initiative	16
Establish the Context: Industry Segment	Analyzes the industry segment for the healthcare product or service, including all relevant details related to population segment and demographics, market size, psychographic or health status segmentation, regulatory influences, payer mix, and key success factors	Analyzes the industry segment, but fails to accurately include all relevant details related to population segment and demographics, market size, psychographic or health status segmentation, regulatory influences, payer mix, and key success factors	Does not analyze the industry segment for the healthcare product or service	16
Establish the Context: Target Markets	Identifies and describes the target markets, including all relevant details related to demographics, characteristics, preferences, and consumer behaviors; where appropriate, explains the types of data that would be collected	Identifies and describes the target markets, but fails to accurately include all relevant details related to demographics, characteristics, preferences, and consumer behaviors; or does not explain the types of data that would be collected, where appropriate	Does not identify and describe the target markets	16
Market Analysis: SWOT Analysis	Conducts a SWOT analysis including at least three items in each category	Conducts a SWOT analysis, but fails to fully or accurately include at least three items in each category	Does not conduct a SWOT analysis	16
Market Analysis: Competitor Assessment	Identifies and assesses at least two competitors using specific supporting examples, including at least three strengths and weaknesses for each	Identifies competitors, but fails to assess at least two using specific supporting examples, including at least three strengths and weaknesses for each	Does not identify competitors	16

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Market Analysis: Market Position	Draws informed conclusions about the organization's current market position and justifies all claims with specific supporting examples	Draws conclusions about the organization's current market position, but not all are appropriate or justified with specific supporting examples	Does not draw conclusions about the organization's current market position	16
Articulation of Response	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	4
Total				100%