TEACHING GUIDE

SUBJECT: MARKETING AND MANAGEMENT OF ODONTOLOGICAL CLINICS

GRADE: 5º  SEMESTER: 2º
ACADEMIC DEGREE: DENTISTRY
MODE: PRESENTIAL
2019/2020
FACULTY: MEDICINE
1. SUBJECT IDENTIFICATION

1.- SUBJECT:

| NAME: Marketing and Management of Odontological Clinics |
| CODE: b564 |
| GRADE: 5º | SEMESTER: 2º |
| Mode: OPTIONAL | ECTS: 3 | HoursECTS: 30 |
| LANGUAGE: English | Mode: Presental |

Degree in which the subject is taught: Dentistry
Faculty in which the subject is taught: Medicine

2.- SIGNATURE'S ORGANITATION:

Departament: Dentistry
knowledge area: Stomatology

2. TEACHER OF SUBJECT

1.- TEACHER IDENTIFICATION:

| Person responsible for the subject | Contact Information |
| Name: | Hugo Lobato Palazón |
| Tlfn (ext): | 913724700 extension 4995 |
| Email: | Hugo.lobatopalazon@ceu.es |
| Office: | D 2.03 |
| Teacher profile | Licenciado en Administración y Dirección de Empresas |
| Research areas: | |

2.- TUTORIAL ACTION:

For all queries related to the subject, students can contact the teacher via email, telephone and office at the tutoring hours that will be made public, on the student's portal.
3. SUBJECT DESCRIPTION

- Planify and manage economic resources
- Managing Human Resources
- Promote our dental office through marketing techniques.
- New technologies applied to the dental office
- How to launch a dental office project

4. COMPETENCES

1.- COMPETENCES:

<table>
<thead>
<tr>
<th>CODE</th>
<th>Especific competences</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE 45</td>
<td>Be competent in areas related to the different modules, which can complement the training program, according to the professional interest of the student</td>
</tr>
</tbody>
</table>

2.- LEARNING ACHIEVEMENTS:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Be able to overcome the new challenges in dental business</td>
</tr>
<tr>
<td></td>
<td>Identify problems and solve them</td>
</tr>
<tr>
<td></td>
<td>Manage economic resources, human resources and other business areas.</td>
</tr>
<tr>
<td></td>
<td>Promote the dental business through different actions</td>
</tr>
<tr>
<td></td>
<td>Optimize the internal process that affect the patient journey</td>
</tr>
</tbody>
</table>

5. TRAINING ACTIVITIES

1.- DISTRIBUTION OF STUDENT WORK:

<table>
<thead>
<tr>
<th>Total hours of the subject</th>
<th>90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code Name</td>
<td>Teaching hours</td>
</tr>
<tr>
<td>Theoretical classes</td>
<td>15</td>
</tr>
<tr>
<td>Workshops</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL teaching hours</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code Name</th>
<th>Hours of personal research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Research</td>
<td>60</td>
</tr>
</tbody>
</table>
2.- DESCRIPTION TRAINING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical classes</td>
<td>The teacher will present the topics corresponding to the program. Support materials will be used (documents that will be distributed in class and digitized that will be disseminated through the student's portal)</td>
</tr>
<tr>
<td>academic tutoring</td>
<td>For all inquiries related to the subject, students can contact the teacher through the e-mail, telephone and office at the tutoring hours that will be made public, in the student portal</td>
</tr>
<tr>
<td>training workshops</td>
<td>The practical classes will be developed in the classroom in weekly sessions, hypothetical case studies and their possible solutions or alternatives. Students divided into a group make a business plan, supervised by teachers who will be closely related to the theoretical classes and will be delivered in parts and will end with the presentation of it</td>
</tr>
</tbody>
</table>

6. EVALUATION SYSTEMS AND CRITERIA

1.- CLASS ATTENDANCE:

In order to be eligible for the continuous evaluation system, 75% of the theory classes are required (attendance checks will be carried out). Since the student can miss 25% of the total classes, no excuses for absence will be accepted.

Attendance at practical classes is mandatory 100% to pass the subject

2.- EVALUATION SYSTEMS AND CRITERIA:

<table>
<thead>
<tr>
<th>ORDINARY EXAMINATION (continuous evaluation)</th>
<th>weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>CODE Name</td>
<td>weight</td>
</tr>
<tr>
<td>Partial/final tests</td>
<td>50%</td>
</tr>
<tr>
<td>Practices and academic papers</td>
<td>50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXTRAORDINARY EXAMINATION</th>
<th>weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>CODE Name</td>
<td>weight</td>
</tr>
<tr>
<td>written final test (including case study)</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF EVALUATION SYSTEMS:

<table>
<thead>
<tr>
<th>Evaluation systems</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partial/final test</td>
<td>knowledge test</td>
</tr>
</tbody>
</table>
7. PROGRAMMES OF THE SUBJECT

1.- PROGRAMMES OF THE SUBJECT:

| Practices and academic papers | developing business plan, presentation of a document and oral presentation |

Dental Market
-1. Competitors
-2. Supply
-3. Demand

Dental Office Business Plan
-1. Investment
-2. Provision
-3. Cost
-4. Profitability
-5. Income

Market Study
-1. How to identify Opportunities
-2. KPI’s

Economic Tools
-1. Trading Acunt
-2. Balance sheet
-3. Supplyers

The Marketing Plan
-1. Intro
-2. Marketing for dental offices
-3. Proposal
-4. Advertising

Human Resources
-1. Dentist
-2. Others

Patient Journey
-1. The first visit
-2. Sale
-3. Patient Management

Commercial Tools
-1. New patients
-2. Old Contacts
-3. Loyalty techniques
8. BIBLIOGRAPHY OF THE SUBJECT

1.- Basic bibliography:


2.- Complementary bibliography:


4.- Utility web resources:

- http://www.emprendedores.es/
- La web del emprendedor de la Comunidad de Madrid

9. PERFORMANCE STANDARDS

1.- STANDARDS:

Failures in Academic Integrity (absence of citation of sources, job plagiarism or improper / prohibited use of information during exams), as well as signing on the attendance sheet by a classmate who is not in class, will imply the loss of the continuous evaluation, notwithstanding the sanctioned actions that are established. The use of electronic devices during classes, both theoretical and practical, is not allowed. Likewise, the use of the documentation provided by the teacher through the student’s portal (presentations, questions, exercises, seminars, practice books, etc.) is restricted to the preparation of the subject. Teachers reserve the right to make use of the measures contained in the current legislation on Intellectual Property, in cases where an unauthorized use and / or disclosure of such material is detected.