



Veterinary practice marketing and management

ECTS: 2.00

SUBJECT MATTER CONTENT

LECTURE

Basic marketing issues. The market for veterinary medical services including adjustment processes and management elements will be discussed. The service as a specific type of product produced in an animal treatment facility will be extensively presented.

CLASSES

Practical use and application of marketing techniques. The organizational and legal forms of private veterinary medical practices in the context of marketing and management will be discussed. Examples of the use of the Internet in shaping a good image of an animal veterinary practice will be presented, as well as the permitted ways of advertising and promotion, taking into account the role of clients and the specifics of the area of operation (village, town, city). Issues directly related to finance such as the budget of an animal treatment facility and the price of the product of veterinary medicine services will also be discussed.

TEACHING OBJECTIVE

Presentation of organizational, legal and technical conditions required in a veterinary practice and in the Veterinary Inspection. Understanding the conditions determining the current and anticipated work situation of private economic entities in veterinary medicine and preparation of a veterinarian to work in these units in the direction of their market impact. Acquiring the ability to competitively present the attitude towards the employer and client as well as a service or product in order to achieve success in the market.

DESCRIPTION OF THE LEARNING OUTCOMES OF THE COURSE IN RELATION TO THE DESCRIPTION OF THE CHARACTERISTICS OF THE SECOND LEVEL LEARNING OUTCOMES FOR QUALIFICATIONS AT LEVELS 6-8 OF THE POLISH QUALIFICATION FRAMEWORK IN RELATION TO THE SCIENTIFIC DISCIPLINES AND THE EFFECTS FOR FIELDS OF STUDY:

Symbols for outcomes related to the discipline:

R/WA_P7S+++

Symbols for outcomes related to the field of study:

A.W22. ++, K.3.++, K.9.++, C.U3. ++, K.7.++, A.U21. ++,
A.U22. ++, A.U23. +, K.11.+ , C.W2. ++, K.6.++, K.5++, A.U20.
++, A.U12. ++, K.8.++, A.U18. ++, A.U13. ++, K.2.++, A.U19.
++, A.U15. ++, K.4.++, B.W22. ++, K.10.++

LEARNING OUTCOMES:

Knowledge:

W1 – learning about the techniques, principles, methods and instruments of good organization of a veterinary practice as an enterprise

W2 – knowledge of the mechanisms of operation of a veterinary practice, effective response and adaptation to the requirements of the client and the environment in a manner focused on achieving successes and benefits

Legal acts specifying learning outcomes:
682/2020
Disciplines: Veterinary science
Status of the course:Fakultatywny
Group of courses:B - przedmioty kierunkowe
Code: ISCED 0841
Field of study:Veterinary Medicine
Scope of education:
Profile of education: General academic
Form of studies: full-time
Level of studies: uniform master's studies
Year/semester: 6/11

Types of classes: Lecture, Classes
Number of hours in semester:Lecture: 15.00, Classes: 15.00
Language of instruction:Polish
Introductory subject: internal diseases of animals, animal surgery with anesthesiology, hygiene of slaughter animals, pharmacology
Prerequisites: students should have knowledge of the organization and operation of a veterinary practice and the provision of veterinary services there

Name of the organisational unit conducting the course:Katedra Patofizjologii, Weterynarii Sądowej i Administracji
Person responsible for the realization of the course:dr wet. Izabella Babińska
e-mail:
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Additional remarks:

Skills:

U1 – the ability to properly implement the tasks that are the basis for the functioning of a veterinary practice as a self-employed economic entity

U2 – the ability to use marketing techniques and principles to present a veterinary service as the basic product of a VP type company

Social competence:

K1 – the use of theoretical and practical knowledge as well as skills that determine the professional strengths of a veterinarian as a manager of a veterinary practice

K2 – shaping the image of a veterinarian as an employer or employee in organizational terms of VP and an entrepreneur producing a service for the needs of his clients

TEACHING FORMS AND METHODS:

Lecture(W1;W2;U1;U2;K1;K2;):multimedial presentation

Classes(W1;W2;U1;U2;K1;K2;):multimedial presentation, didactic and panel discussion, supervision and evaluation of the task performance

FORM AND CONDITIONS OF VERIFYING LEARNING OUTCOMES:

Lecture (Oral test) - Verification of the achievement of learning outcomes in the scope of the material discussed in the lectures is an integral part of the test conducted as part of the classes, hence the description of the form and conditions for passing the exercises also apply to passing the lectures. -

Classes (Oral test) - There is 1 oral test per semester. The test mark is issued on the basis of the arithmetic mean value of the marks obtained for each question. The rounding of the evaluation is done on the basis of the following value ranges: mean ≥ 4.76 : very good (5.0); average in the range of 4.26 - 4.75: good plus (4.5); average in the range: 3.76 - 4.25: good (4.0); average in the range of 3.26 - 3.75: sufficient plus (3.5); mean ≤ 3.25 : satisfactory (3.0). The student may attempt to correct the test twice. The condition for receiving the final pass in the classes is to obtain a positive mark from the test (including all approaches). In the event of a top-down suspension of classroom classes and the need for online learning, the methods of verifying the achievement of learning outcomes declared in the syllabus, i.e. the forms of passing the exam and exercises, may change in a manner appropriate to the situation. -

Classes (Evaluation of the work and cooperation in the group) - preparation and presentation of the project or task -

BASIC LITERATURE:

1. Bower J., Gripper P., Gunn D., *Veterinary practice management.*, Wyd. Blackwell Science, Oxford, R. 1997
2. Altkorn J., *Podstawy marketingu.*, Wyd. Instytut Marketingu, Kraków, R. 1992
3. Eggert M., *Doskonała rozmowa kwalifikacyjna.*, Wyd. Dom Wydawniczy REBIS, Poznań, R. 2002
4. Mazur J., *Zarządzanie marketingiem usług.*, Wyd. Difin, Warszawa, R. 2001
5. Simmons J.L., *Veterinary practice management.*, Wyd. Mosby-Year Book, Inc. St. Louis, R. 1997
6. Bazanowski W., *Zagadnienie jakości usług lekarsko-weterynaryjnych.*, Wyd. Życie Weterynaryjne, R. 2006
7. Catanzaro T.E., *Building the successful veterinary practice, leadership tools.*, Tom 1 i 2, Wyd. Wiley-Blackwell, R. 2001
8. Jevring-Back C., Back E., *Managing a veterinary practice.*, Wyd. Saunders Ltd., R. 2007
9. Muller M.G., *Modern veterinary practice management.*, Wyd. Nova, R. 2012

SUPPLEMENTARY LITERATURE:

1. Werner U., *Reklama. Podstawowa wiedza o reklamie.*, Wyd. Thaurus, Warszawa, R. 1992
2. Sułkowski Ł., *Zastosowanie idei orientacji marketingowej - marketing personalny.*, Tom 20, Wyd. Biuletyn Naukowy, R. 2003, s. 129-134
3. Garbarski L., Rutkowski I., Wrzosek W., *Punkt zwrotny nowoczesnej firmy.*, Wyd. Polskie Wydawnictwo Ekonomiczne, Warszawa, R. 2001

4. Kowalkowski A., Popiołek R., *Konsument i firma w dobie internetu.*, Wyd. Wydawnictwo UWM, Olsztyn, R. 2006
5. Pérez Madrigal I., Smith P., *Stress, compassion fatigue and burnout handling in veterinary practice.*, Wyd. Edra, R. 2020
6. Ackerman L., *Blackwell's five-minute veterinary practice management consult.*, Wyd. Wiley-Blackwell, R. 2019
7. Catanzaro T.E., Seibert P., *Veterinary practice management secrets.*, Wyd. Hanley Belfus, R. 2000

