

Course Title	Dental Marketing, Management Skills and Group Management				
Course Code	DES493				
Course Type	Elective				
Level	Bachelor (1 st Cycle)				
Year / Semester	4 th year / 7 th semester				
Teacher's Name	TBA				
ECTS	1	Lectures / week	1 hr / 13 weeks + exam week	Laboratories / week	1 hr / 13 weeks
Course Purpose and Objectives	<p>Provides to the students a systematic approach to learn how to improve their habilities related with the communication with their patients having a profitable dental hygiene department</p> <p>Provides to the students an effective communication for treatment planning and explaining the importance of a frequent preventive care for their patients</p> <p>Provides to the students with information to a valuable menu of services/products to provide to their patients and inform the students for a systematic approach to patient continuing care</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Describe the principes of the marketing and apply concepts of marketing to the dental office. • Identify the challenges to effective performance management • Discuss the communication process • Discuss the barriers that can cause derailment and misunderstanding • Identify the relative importance of face-to-face communication • Get a firm grasp of the five building blocks of managerial communication • Select the right communication method with a communication goal • Identify the challenges and practices when communicating virtually • Develop the leadership style to gain commitment from employees • Define motivation and the role in creating a motivational setting • Analyse the cost of demotivation and disengagement • Recognize important elements of the motivational process • Create the own practice for building a motivational climate • Discuss the different types of delegation 				

	<ul style="list-style-type: none"> • Recognize the benefits and challenges of delegation • Recognize the comfort with delegation • Conduct an effective delegation conversation • Practice the delegation skills. 						
Prerequisites	None	Co-requisites	None				
Course Content	<ul style="list-style-type: none"> • FODA Analysis. • Benchmark. • Market share position. • Types of marketing strategies. • Performance Management. • Effective Communication. • The Art of Influencing Other. • Creating a Motivational Climate. • Delegation for Growth and Development. 						
Teaching Methodology	Face-to-face						
Bibliography	Bridges G. Dental Reception and Practice Management. Copenhagen: Blackwell Munksgaard, 2006.						
Assessment	Final Examination Laboratory / Clinical Work / Oral presentations Participation and attendance Total	<table border="1"> <tr> <td>60%</td> </tr> <tr> <td>30%</td> </tr> <tr> <td>10%</td> </tr> <tr> <td>100%</td> </tr> </table>	60%	30%	10%	100%	
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Language	English						