

# MHA6080 : Healthcare Planning and Marketing

This course focuses on multi-range strategies in the integrated healthcare industry. Topics covered include historical perspectives of planning, market demographic analysis, strategic decision making, and comparative analysis of planning models. These principles are applied to the specialized theories and methods of marketing and promoting in the healthcare industry. Topics covered include strategic planning and marketing, market research, market performance, marketing health programs, competitor analysis, promotional strategies, provider referrals, and consumer behaviors.

**Credits** 4.0

**Prerequisites**

None

**Corequisites**

None