

HCM3006 : Healthcare Marketing and Strategy

This course examines the role and function of marketing and strategy development in healthcare organizations. Marketing concepts including market research, segmentation, branding and advertising are reviewed. Strategy development includes the role of vision and mission, internal and external assessment, developing strategic initiatives, tactical planning and strategic execution.

Credits 4.0

Prerequisites

[HCM2005: Healthcare Delivery and Organization](#)

Corequisites

None