

BUSI 874 : Health Care Marketing

Marketing in health care had evolved at a fast pace, requiring health managers to better understand how it is related with consumer behavior, systems and innovations in delivery, pharmaceutical and medical device industries. Students gain insights into the needs of a broad range of consumers, including the patient, physician managed care providers, and insurance firms, among others. This course covers marketing strategy and research, consumer based marketing, analysis and implementation techniques and evaluation in light of changing market, policy, social media and ethical considerations- as well as takes into account cultural implications.

Core Course