MKT6201 - Marketing Management with Healthcare Application

MKT 6201 Marketing Management with Healthcare Application (2 semester credit hours) Executive Education Course. This course discusses the marketing management methods including healthcare for-profit and not-for-profit applications and covers principles and concepts including the Five Ps of marketing: product, pricing, promotion and place (or distribution) and people (or customer service/sales), market segmentation, targeting, and positioning. Instructor consent required. (2-0) Y