

HMGT4331 - Marketing in Healthcare Organizations

[HMGT 4331](#) Marketing in Healthcare Organizations (3 semester credit hours) An overview of marketing and business planning principles oriented to settings such as hospitals and outpatient clinics. Traditional marketing models are related to the healthcare industry as students are familiarized with concepts critical to understanding business development for healthcare professionals, including: industry data, market analysis, relevant stakeholders and patient flow through the continuum of care. Prerequisites: [HMGT 3301](#) and [MKT 3300](#). (3-0) Y