

# **HMKTP200: Healthcare Marketing Principles**

**This course is designed to introduce you to the basic principles of Marketing including, but not limited to, fundamental business, management, and entrepreneurial concepts that affect business decision making; economic principles and concepts fundamental to marketing; marketing career exploration, development, and growth; and the basic functions of marketing (e.g. distribution, financing, marketing information systems, pricing, product/service management, promotions, and selling).**

**Credit Hours: 3**