

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