

## **BUAD 563: MARKETING & BRANDING HEALTHCARE**

This course studies the processes for creating, communicating, and delivering value through functional development of marketing links within an overall business system. This includes the development of marketing plans where students gain an understanding of specific tools and techniques used by healthcare marketers. The course includes techniques used to develop a brand to draw in new patients and maintain existing ones through development of trust and an identity that has traits and personality where people buy into the brand and the security that it offers.

**Credits:** 3

**Department:** [Business](#)