

MHA 605: HEALTHCARE MARKETING & PUB RELATION

Theories, concepts and techniques of marketing and public relations applied to the distinctive properties of health care services. Emphasizes the role of marketing and public relations and aligning organizational capacity and health care needs; market analysis and planning; strategic marketing and public relations management; tactical marketing mix and public relations design; designing and managing service delivery systems and developing new offerings branding and building a “value” story.

Credits: 3

Department: [Master of Healthcare Administration](#)