

<b>Course ID</b>	<b>Course Description</b>	<b>Course Objectives</b>
HSMG 6840 <b>Health Care Marketing</b>	This course examines health care marketing as a management discipline, including alignment with strategic and business planning, marketing management, and health care marketing processes and techniques. It is an introduction to key concepts and theories, with specific emphasis on developing an understanding of the organizational role of marketing in health care.	<ol style="list-style-type: none"><li>1. Analyze key concepts in health care services marketing</li><li>2. Identify markets in the health care industry</li><li>3. Examine the role marketing plays in health care organizations</li><li>4. Recognize trends in the health industry that call for marketing strategies</li></ol>