WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing in the Health Care Sector

COURSE NUMBER: HCA 7745

I. COURSE OBJECTIVES:

Each student will:

1. Demonstrate the ability to develop a strategic health care marketing plan.

2. Demonstrate a thorough understanding of market segmentation and consumer behavior and the interaction of the two.

3. Demonstrate the ability to develop a comprehensive market research plan.

4. Demonstrate the ability to apply the tools of marketing to a marketing plan.

5. Understand the application of ethical decision making as it relates to marketing issues.

6. Demonstrate the ability to assimilate and communicate knowledge, ideas, and innovations concerning significant aspects of issues in health care marketing through written and oral presentations.