

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing in the Health Care Sector

COURSE NUMBER: HCA 7745

PRE-REQUISITE(S): None

COURSE DESCRIPTION:

This course explores the applicatplied research project focused on the utilization of various marketing strategies.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Demonstrate a thorough understanding of

- B-3 Create a strategic health care marketing plan and a comprehensive research plan.

GOAL C:

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

Learning Objectives: The student will:

- C-1 Explain the application of ethical decision making as it relates to marketing issues in healthcare.
- C-2 Analyze ethical marketing problems in the healthcare sector.