

**HEALTH CARE MARKETING**

**Unit I**

Marketing – Definition – Function – Marketing Concept – Evolution of Marketing System – Marketing Environment – Marketing Mix – Changing Health Care Market Place.

**Unit II**

Marketing Strategy – Strategic Planning Process – Organizational Strategy – Analyzing the Competitive Market – Product – Meaning – Classification – Managing the product – Hospital Product Mix.

**Unit III**

Price – Meaning of Price – Kinds of Pricing – Factors Affecting Pricing Decision Importance of Price to Market – Promotion – Promotional Mix – Factors affecting Sales Promotion.

**Unit IV**

Market Segmentation – Criteria – Methods – Bases for Segmentation – Buyer Behavior - Psychological Influences on Decision Making.

**Unit V**

Consumerism – Role of Consumerism.

**Reference Book :**

1. Marketing Management - Philip Kotler
2. Essentials of Health Care Marketing - Eric. N. Berkowitz
3. Health Care Marketing Management - Montague Brown
4. Modern Marketing - Pillai & Bhagawathi