**Week 11 Discussion**  HSA 305 health services marketing

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* [2](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844650_1&message_id=_73388342_1)
* [3](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844650_1&message_id=_73388342_1)
* [4](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844650_1&message_id=_73388342_1)
* [5](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844650_1&message_id=_73388342_1)

"Looking Back and Looking Ahead"  Please respond to the following:

* Discuss the single most important or surprising lesson learned in this class as well as what made it so.
* Summarize what you learned in the class in 140 characters or less (something you could post on Twitter).
* Discuss how you will apply the lessons learned from this class to your current or future career in the health care industry. Provide specific examples to support your response.
* Consider the way that health care is marketed today and suggest at least one innovative technique that could revolutionize health care marketing in the future.

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**“Looking Back and Looking Ahead”** HSA 315 health information systems

* Summarize this course in your own words (take home) so that someone thinking about taking the course in the future would understand what it is all about.
* Discuss the salient manner in which you will leverage the lessons learned in this course in your current (or future) career in the ever growing and changing health care industry.