Week 8

"Designing and managing Health Care Marketing Channels"  Please respond to the following:

* Describe a health care provider with which you are familiar and discuss the function and flows that needs to be performed by that provider’s marketing channel. Provide specific examples to support your response.
* Describe a realistic situation that would call for channel conflict management and how that conflict could be addressed. Provide specific examples to support your response.

Week 9

"Marketing Communications — Process, Integration and Budgeting"  Please respond to the following:

* Select a health care provider of your choice and discuss the major elements making up their marketing communications process. From the e-Activity, determine the best method of setting their communications budget. Provide specific examples and rationale to support your response.
* Analyze the eight major steps in delivering effective communications for your chosen health care provider and outline the basics of an effective communications program, including recommendations for improvement. Explain your rationale.

Bottom of Form

Bottom of Form