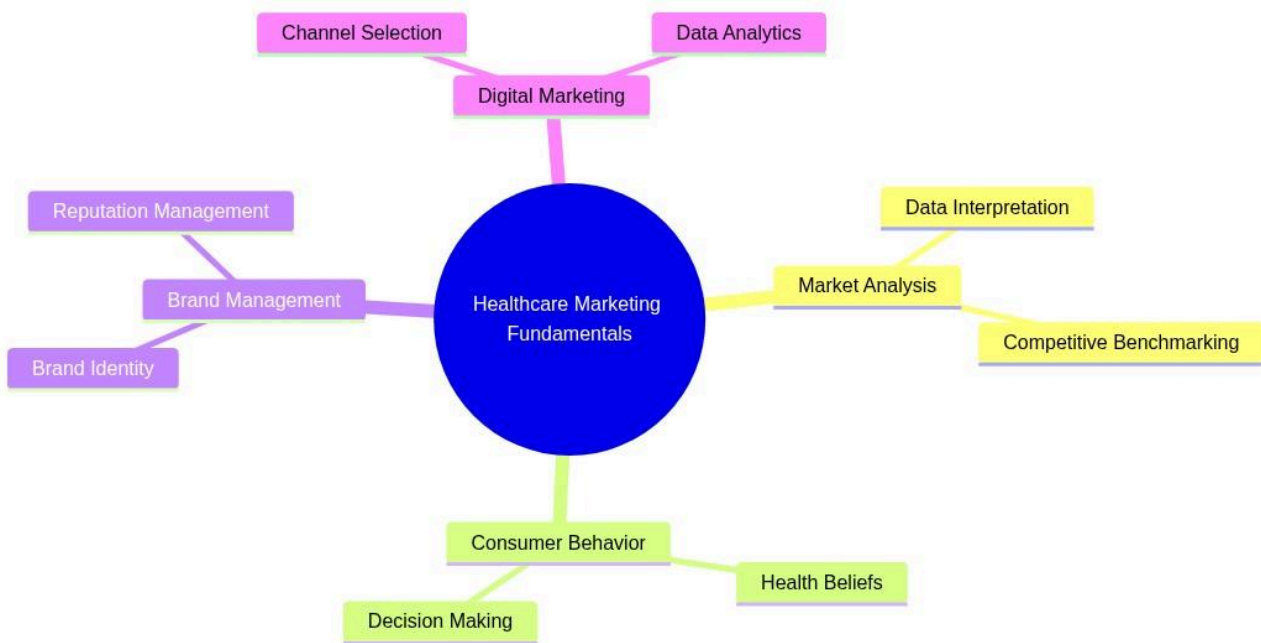


Masterclass Certificate in Healthcare Marketing (Advanced)

# Healthcare Marketing Fundamentals



mindmap

```

root((Healthcare Marketing Fundamentals))
  Market Analysis
    Data Interpretation
    Competitive Benchmarking
  Consumer Behavior
    Health Beliefs
    Decision Making
  Brand Management
    Brand Identity
    Reputation Management
  Digital Marketing
    Channel Selection
    Data Analytics
  
```