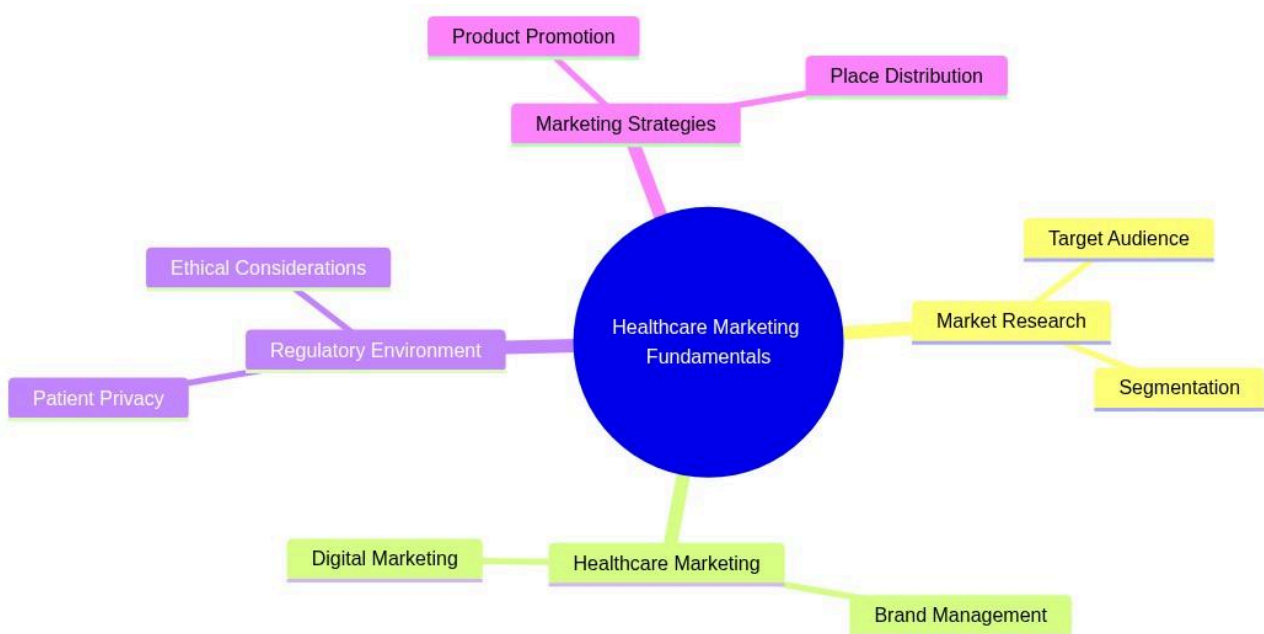


Professional Certificate in Healthcare Marketing

# Healthcare Marketing Fundamentals



mindmap

root((Healthcare Marketing Fundamentals))

Market Research

Target Audience

Segmentation

Healthcare Marketing

Brand Management

Digital Marketing

Regulatory Environment

Patient Privacy

Ethical Considerations

Marketing Strategies

Product Promotion

Place Distribution