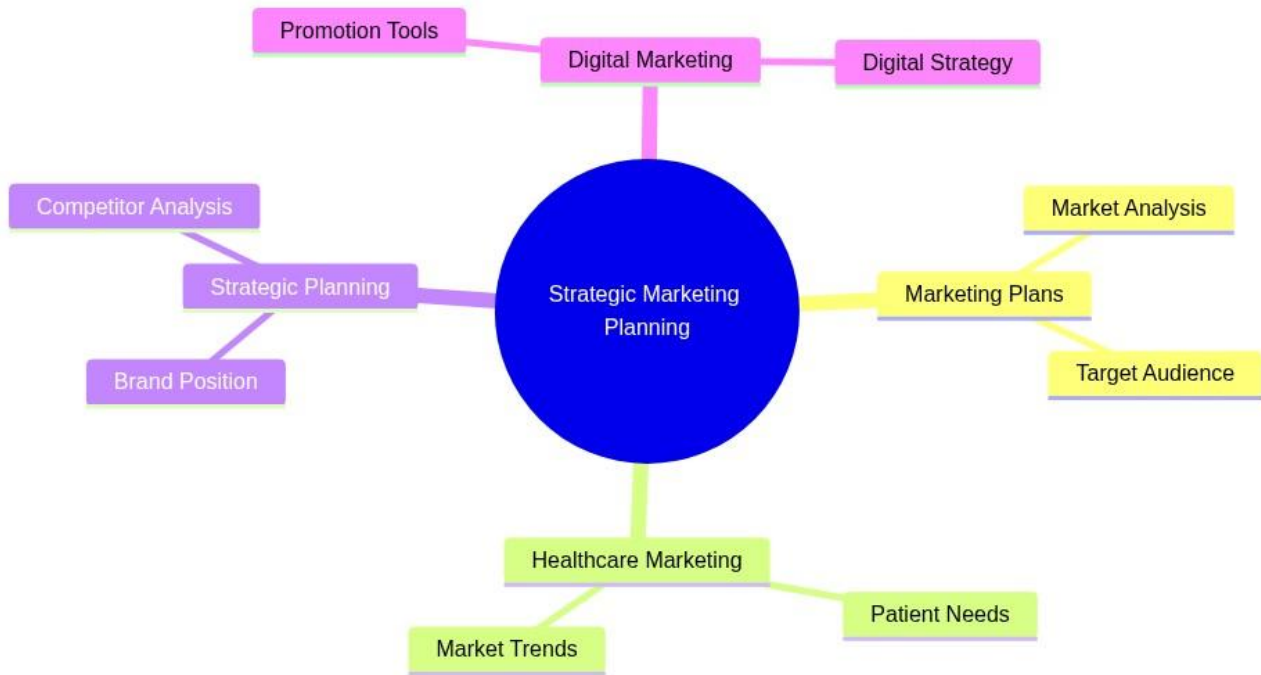


Professional Certificate in Healthcare Marketing

Strategic Marketing Planning



mindmap

```

root((Strategic Marketing Planning))
  Marketing Plans
    Market Analysis
    Target Audience
  Healthcare Marketing
    Patient Needs
    Market Trends
  Strategic Planning
    Brand Position
    Competitor Analysis
  Digital Marketing
    Promotion Tools
    Digital Strategy
  
```