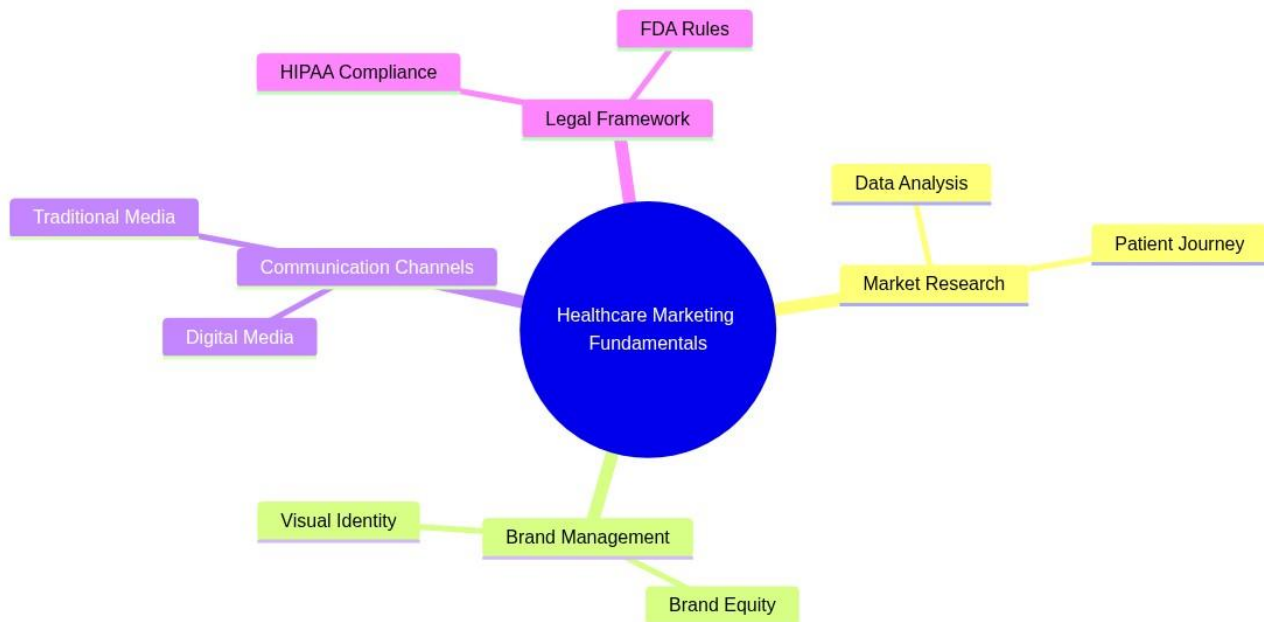


Professional Certificate in Healthcare Marketing (Advanced)

Healthcare Marketing Fundamentals



mindmap

root((Healthcare Marketing Fundamentals))

Market Research

Patient Journey

Data Analysis

Brand Management

Brand Equity

Visual Identity

Communication Channels

Digital Media

Traditional Media

Legal Framework

HIPAA Compliance

FDA Rules