

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA		Branch/Spec.		Healthcare and Hospital Management				
Semester	I				Version	1.0.0.0			
Effective from Academic Year	2026-27		Effective for the batch Admitted in			July 2026			
Subject code	ICC502MAH		Subject Name		MARKETING MANAGEMENT OF HEALTHCARE AND HOSPITAL				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	50	50	100
Hours	3	0	0	0	3	Practical			
Course Outcomes:									
CO-1: Develop the knowledge of marketing for hospital administration.									
CO-2: Develop critical thinking skills to participate/lead a team in the development of a plan that addresses a specific marketing problem using marketing mix.									
CO-3: Develop the understanding of distribution and promotion in healthcare industry									
CO-4: Get insights about healthcare and hospital branding									
CO-5: Understand concepts of Digital Marketing for Health care and hospital									
Theory syllabus									
Unit	Content								Hrs
1	Marketing for Health care and Hospital Industry: Definition, Nature, Scope and Importance of Marketing, Marketing in HealthCare Industry, Healthcare Developments, Emerging Trends in Health Care Industry, Need for Health Care Marketing, Evolution of Health Care Marketing, Concepts of Marketing, Characteristics and Classification of Healthcare Services, Concept of Service Marketing, types of Services marketing, services marketing v/s tangible product marketing, Service Marketing Mix for Hospitals., Marketing aspects of Government Health Scheme								9
2	Marketing Mix for Health care and Hospital Industry:Product and Pricing Strategies for Health care and Hospital Industry: Market Segmentation, Targeting and Positioning: Overview of Market Segmentation, Patterns of Market Segmentation, Segmentation of Consumer Markets, Market Targeting, Evaluating and Selecting the Market Segments, Differentiation Strategies; Classification of Products, Product life cycle as a tool for Marketing Strategy, Classification of New Products, Objectives of Pricing, Methods of Pricing, Selecting a final price.								9
3	Distribution System in Health care segment, effective channel Management, Market Information System, Channel Design Types, Promotional Strategy for healthcare and Hospital Industry: Managing Advertising, Levels of advertising, Advertising expenditure, Advertising decisions, Publicity, Sales Promotion and Public Relations.								9
4	Healthcare and Hospital Branding: Introduction to Brand Management for Hospitals, Elements of branding, Criteria's for Choosing brand elements, Role of Brands, Scope of Branding, Brand Strategies, Branding Challenges and Opportunities, Process of Brand Management, Brand Equity and Brand Equity Models, Choosing Points of difference and Points of Parity.								9
5	Digital Marketing for Health care and hospital: Introduction and principles of digital marketing, Role and importance of digital marketing in marketing of healthcare and hospitals. Strategies for digital marketing for the same industry, E Business to E Commerce for healthcare and hospital segment, Digital Marketing Channels: Types and Business Models. Types, Impact and importance of social media marketing for healthcare sector.								9
Reference Books									
1	Philip Kotler& Kevin Lane Keller: Marketing Management, Pearson, 15 th Edition, 2016.								
2	Stanton william. Jm Michael J.Etzel and Bruce. J. Walker, Fundamentals of Marketing, Mc.Graw Hill, Inc, New York, Latest Edition.								