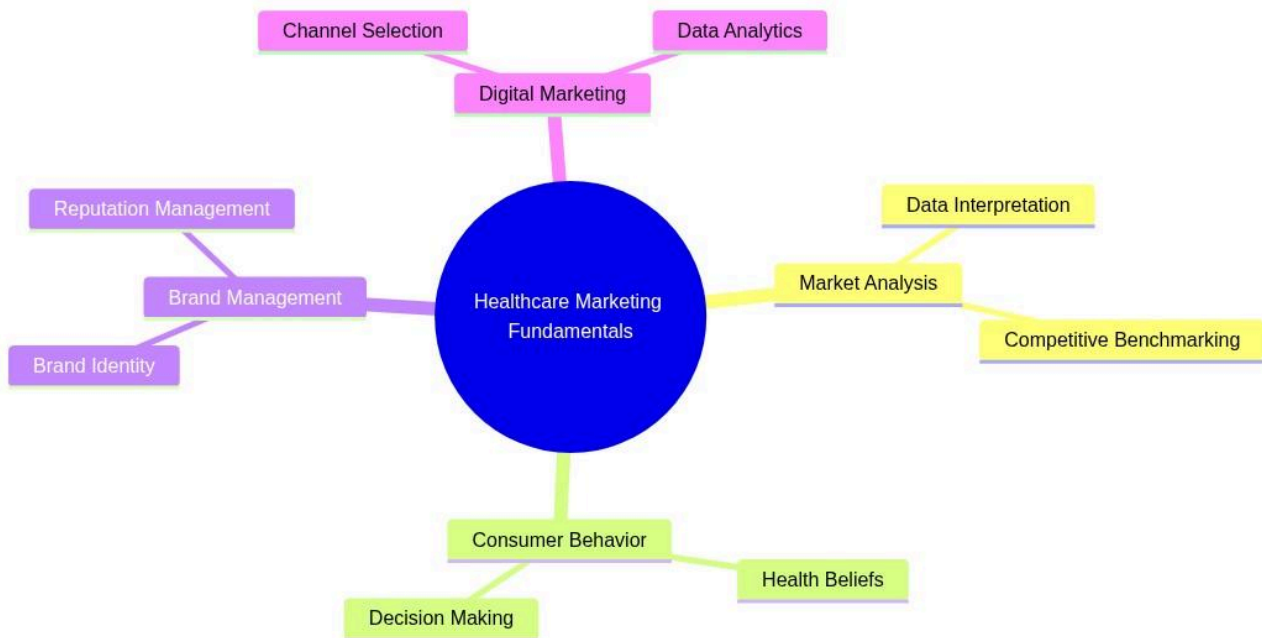


Masterclass Certificate in Healthcare Marketing (Advanced)

# 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