

# MARKETING MANAGEMENT

*One Year Advanced Diploma*

*Anyone can join*

**Job Prospects: Hospital**



- 1. The Marketing Management Process*
- 2. Customer Analysis*
- 3. Competitive Analysis*
- 4. Financial Analysis for Marketing Decisions*
- 5. Marketing Planning: Strategic Perspectives*
- 6. Marketing Planning: Operational Perspectives*
- 7. Implementing Marketing Plans*
- 8. Evaluation and Control of Marketing Activities*

*Topics  
to be  
covered*

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