



# Certificate Program In HOSPITAL MARKETING (CPHM-02)

Branding | Marketing | Digital Marketing | Strategy

## **REGISTER NOW**

## Achieve Success in **HOSPITAL MARKETING** with our **EXPERT-LED** Certificate Course

#### The program will cover essential concepts and strategies, including:

- > Understand the structure of Hospital Marketing
- Understand the Marketing Strategy
- > 360 degree IMC approach in Hospital Marketing
- Importance of Hospital Branding
- > Tips & Tricks of Digital Marketing
- Reaching and engaging with target audiences
- Reputation Management
- > How to get more patients for hospital & clinic
- > Importance of communication strategy in Hospital Marketing
- Building effective marketing campaigns
- Measuring and analysing campaign success
- > And much more!

### Who should Attend this Certificate **Program?**

- Marketing professionals
- > Healthcare professionals new to marketing
- > Healthcare marketing professionals wanting to connect with peers
- Leadership and business developers looking to learn new marketing strategies
- MHA / MBA Students
- Hospital Owner / Doctor
- Clinic Owner

### **AHMP India Foundation**

AHMP India Foundation is a Non Profit organisation, registered under section 8 that serves as a resource for healthcare marketing professionals, to provide education, networking, and professional development opportunities.

AHMP India Foundation is a comprehensive platform that aims to meet, create, collaborate, share & exchange knowledge of marketing with all levels of Healthcare Marketing Professionals interacting with each other.

#### **Program Participation Fee:**

- Students: ₹1000
- Members : ₹ 2000 (50% Discount)
- Non Members : ₹ 4000
- Group Discount (For Non Members only): 10% (Minimum 3 participants)

#### **Program Fees Includes:**

- > 2 Days participation in Program
- » Breakfast, Lunch & Snacks
- Course Material / PPT
- Certificate of Participation by AHMP India Foundation



Ahmedabad Management Association (AMA) University Area, Ahmedabad

09:00 am to 06:00 pm



24<sup>th</sup> & 25<sup>th</sup>

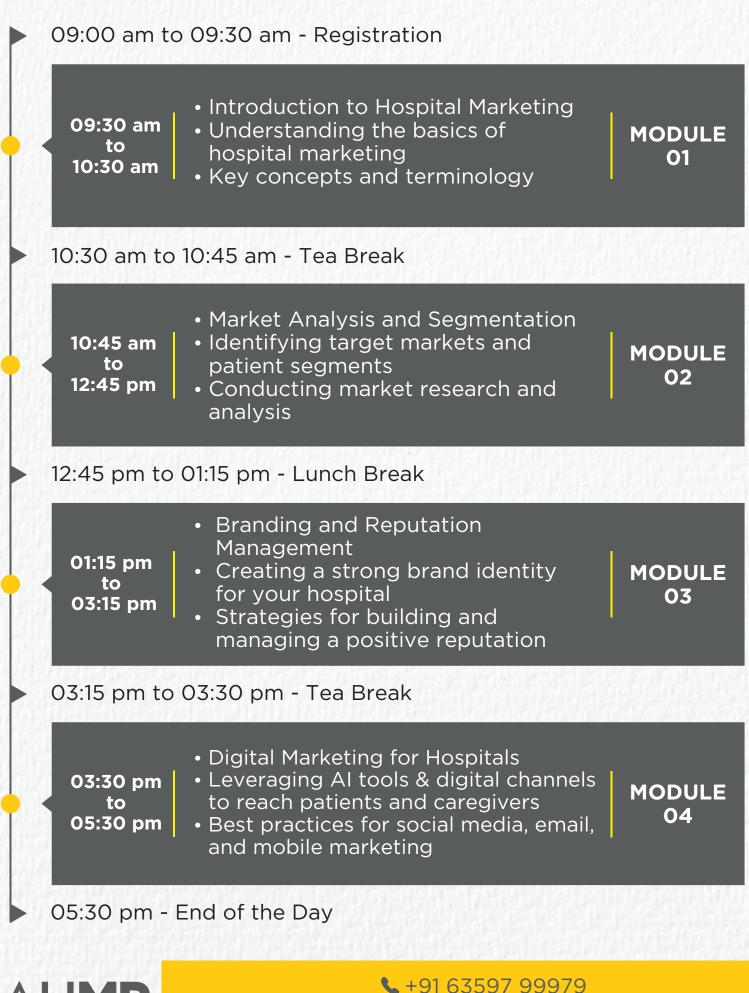
Saturday & Sunday

AHMP India Foundation

**S** +91 6<u>3597 99979</u> \succ connect@ahmpindia.org www.ahmpindia.org

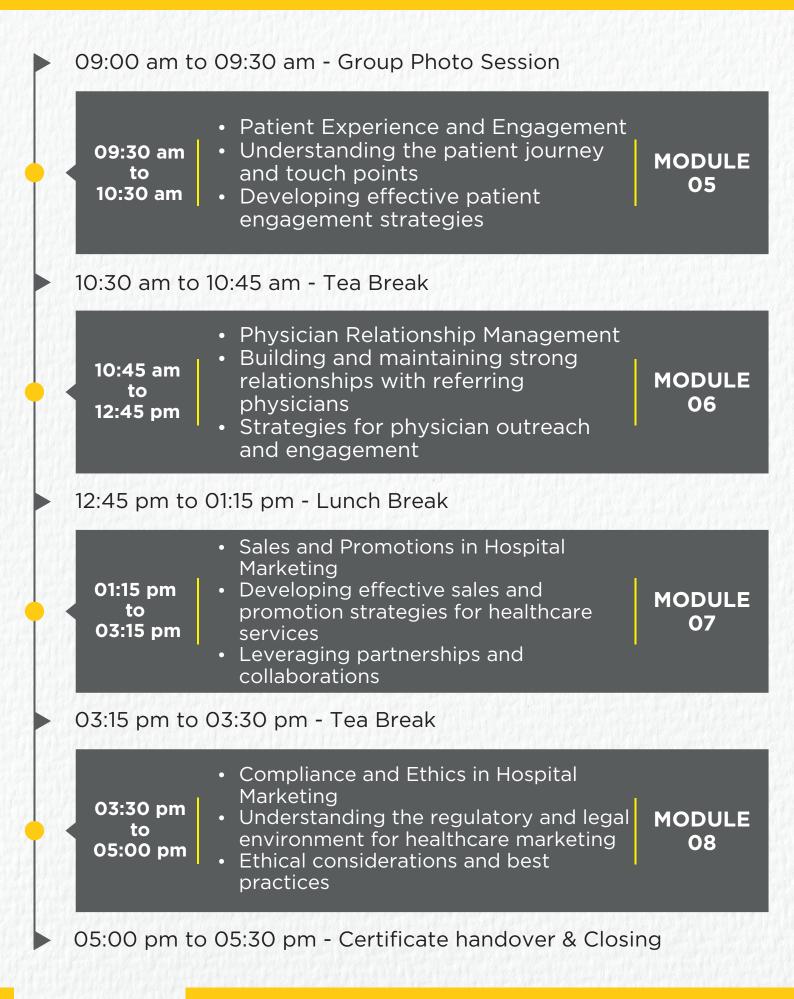
### Venue

# DAY-1: 24<sup>th</sup> February, 2024 (Saturday)



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# DAY-2: 25<sup>th</sup> February, 2024 (Sunday)





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