University of Pretoria Yearbook 2019

Strategic marketing (and communication) in health 771 (SMH 771)

Qualification	Postgraduate
Faculty	Faculty of Health Sciences
Module credits	5.00
Programmes	PGDip Health Systems Management Executive Leadership
Language of tuition	Module is presented in English
Department	School of Health System and Public Health
Period of presentation	Year

Module content

The module will enable the participant to create a messaging strategy that can be used in all marketing materials. To develop a marketing programme appropriate for the target audience using the most effective possibilities such as public relations, advertising, website (and other internet platforms), promotional seminars, conferences and trade booth opportunities, downloadable materials, direct marketing (offline and online), packaging, event sponsorships and merchandising promotions. The participant will be taught the skills to develop a communications programme that complements the marketing programme and provides timely and comprehensive internal, external and strategic communications initiatives in an integrated approach. One of the key issues will be the level of the health message and whether it makes an impact on the improvement of uptake of healthcare services.

The information published here is subject to change and may be amended after the publication of this information. The General Regulations (G Regulations) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the General Rules section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.