

University of Pretoria Yearbook 2022

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

Qualification	Postgraduate
Faculty	Faculty of Health Sciences
Module credits	5.00
NQF Level	08
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.

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