

University of Pretoria Yearbook 2016

Strategic marketing (and communication) in health 770 (SMH 770)

Qualification	Postgraduate
Faculty	Faculty of Health Sciences
Module credits	5.00
Programmes	PGDip Option: Executive Leadership
Prerequisites	No prerequisites.
Contact time	50 hours per week
Language of tuition	English
Academic organisation	Public Health Medicine
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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