Overview: For Final Project Milestone One, you analyzed Bellevue Hospital, and in your Module Four Worksheet, you practiced completing a very basic SWOT analysis. Now, for this second milestone, due in Module Five, you will conduct a full situational analysis to identify the internal and external market factors that impact the Bellevue Hospital, propose a service to market for the organization, and generate a marketing goal for this proposed service.

Prompt: First, review the text readings and course resources you have so far studied. In addition, review your Final Project Milestone One and Module Four Worksheet submissions and instructor feedback to those submissions. The SWOT analysis you completed in the Module Four Worksheet is one method by which to conduct a situational analysis. Use this process to assist you as you complete the situational analysis in this milestone. Also refer back to the Bellevue: Community Health Needs Assessment to inform your analysis.

Next, in 2 to 3 pages, conduct a situational analysis that analyzes the internal and external market factors that impact Bellevue Hospital. In addition, propose a service to market for the organization and develop marketing goals for this proposed service. The paper should explain how the proposed marketing goals align with the mission, vision, and strategic goals of the organization.