Instructions:

In this unit, you become the sole owner of a healthcare organization. You would like to increase marketing potential while maintaining social responsibility within your field. As a new owner, you are not afforded a budget to hire a marketing expert and must develop the marketing strategy and subsequent collateral materials yourself. Your objective for this unit it to develop a marketing package that promotes your healthcare organization. By the end of this unit, you will become the subject matter expert on developing and deploying a marketing strategy for a healthcare organization.

Submit your marketing package as one (1) Word document. To do this, you will need to use Page Break and copy/paste functions. Failure to submit your marketing package into one (1) document may result in a grade reduction.

Your final submission must include each of the following:

Professional letter from you to the local Chamber of Commerce introducing your new healthcare organization to the community. This is your opportunity to make a good, first impression, so be sure to incorporate the elements you would want to promote.

Discuss the 4 P’s of marketing in your organization

Discuss the 5 P’s of healthcare marketing in your organization

Create mission and vision statements

Develop codes of professional conduct which support social responsibility in your select healthcare field

Record a 30-second radio announcement (using a free online voice recorder such as vocaroo.com). You will provide the audio link to your instructor on a separate page in your marketing package.

Design a print advertisement (e.g. billboard, bus, newspaper, etc.). You will provide the print advertisement that you create on a separate page in your marketing package.

All materials in your marketing packet must be completely original. Copying and pasting work from other sources for this assignment is strictly prohibited. Remember, you are developing a marketing package for your own healthcare organization; make it unique. Plagiarism is not permitted and will result in academic discipline. All content submitted needs to be original.