*In this unit, you will become the investigator of three (3) health care systems and predict which one has the most promising marketing potential. By the end of this unit, you will be able to proficiently discuss how the 5 P’s of healthcare marketing and research-supported assessment strategies impact the marketing potential of a healthcare system.*

* *Select and provide a general overview of three (3) real-life health care organizations that interest you\*.*
* *Discuss the 5 Ps of health care marketing of each health care organization that you selected.*
* *Using an assessment or evaluation strategy, discuss the marketing potential of each and predict which one has the most promising marketing potential (i.e. SWOT analysis, Porter’s Five Forces analysis, etc.).*
* *Be sure to support your assertions with evidence-based research, scholarly articles, and well-supported strategies that support your predictions.*
	+ *3-4 page paper excluding front and back matter (APA standards apply).*

*\*Hint: Try locating health care systems that you are familiar with, would like to network with, have heard concerns about, or ones that are completely unfamiliar to you.*

***Reference:*** [***https://data.medicare.gov/***](https://data.medicare.gov/)