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Strategische Marketing - Maßnahmen in der Gesundheitswirtschaft mit Orientierung am Patienten

By MBA Renner

Grin Verlag Jul 2010, 2010. Taschenbuch. Book Condition: Neu. 210x149x13 mm. This item is printed on demand - Print on Demand Titel. - Masterarbeit aus dem Jahr 2009 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 2, Rheinische Fachhochschule Köln (Fachbereich Wirtschaft Rheinbach), Sprache: Deutsch, Abstract: The present work which is written within a MBA degree deals with the issue of strategic marketing activities in the health sector with the focus on patients. Because the health industry is becoming increasingly economically oriented and customer-developed marketing activities are becoming increasingly important. To be competitive, we need proven marketing methods for the health care market, where the patient is seen as a customer. In this work it will be considered as an important marketing base of corporate and presented a possible implementation of operational actions. That is described within the first chapters with the topics of health economics, patient orientation and marketing and to the specific needs of health care. Thereafter, the strategic objectives of the health system derived from them, as well as marketing strategies to connect to the operational activities. The implementation of the marketing mix applied for service, which is composed of product, price, place, promotion, personnel, physical...


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