

# Course Description – Curriculum 2013

**Subject:** MK335 Health-Care Marketing Strategy

**Credits:** 3

**Prerequisite:** MK201

**Description:** A study of marketing strategy related to healthcare businesses. This course focuses on the important role of the healthcare industry in the development of better living and improved quality of life of the human race. The study also promotes the health tourism industry by integrating marketing mix with indigenous traditional wisdom, biotechnology, modern technology, and other strategies to strengthen Thailand's healthcare management of the public and private sectors while addressing the concerns of ethical issues and social responsibilities.