



Government of Pakistan
HEALTH SERVICES ACADEMY



Course Title:
Health care Marketing

Instructors: **Zulfiqar Ali Qureshi**

Course Objective:

Objective Of Diploma In Healthcare Marketing Is To Equip Healthcare Professional With Better Understanding Of Healthcare Products, Market, Segmentations, And Positioning So That They Can Be A Better Professional In Healthcare Marketing.

Class Details: Session Day(S) 12 (3hrs Each)

Instructor Cv/Profile:

Zulfiqar Ali Qureshi Author Of The Book “Handbook For Medical Representatives” Is An Experienced Professional In The Pharmaceutical Sales, Marketing Field And In Hospital Marketing. He Has Served For More Than 2 Decades In The Pharmaceutical Profession. He Has One Of The Fastest-Growing Careers From Medical Representative To Business Consultant And Has Served In Many Prestigious Companies Like Boehringer Mannheim, Hilton Pharma, Tabros, Macter International And Scotmann Pharmaceuticals. Presently He Is Working As Business Consultant With Hayleys (Sri Lanka), Ex-Max Global (Hong Kong) And Providing His Services In Training, Exports, And Marketing To Various Prestigious Organizations. He Has Mentored Many Senior Professionals Who Are Holding Key Positions In Reputable Companies In Pharmaceutical Sales And Marketing.

Course Description:

Healthcare Industry Is One Of The Fast Growing Sector Globally. The Need And Awareness Of Healthcare Services Is Increasing Day By Day Which Is Creating More Opportunities And Challenges To Healthcare Business Partners To Improve And Position Their Products/Services. Diploma In Healthcare Marketing Is Designed To Help Those Who Are Interested In Their Career Advancement In Healthcare Industry.

Syllabus:

1. Healthcare Industry
2. Healthcare Management
3. Healthcare Marketing
4. Consumer Behavior
5. Marketing Process
6. Marketing Plan
7. Healthcare Marketing Strategies And Tactics
8. Event Management
9. Digital Media
10. Analytical Skills

Address:
Health Services Academy,
Chakshazad , ParkRoad , Islamabad
051-9255592
