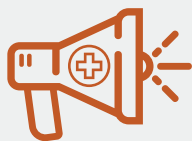


# Certificate in Healthcare Marketing

Online Certificate Developed *With Industry for Industry*

PEPPERDINE  
GRAZIADIO  
BUSINESS SCHOOL



Ideal certificate for **current and aspiring healthcare marketers**



**Real stories and real advice shared from thought leaders,** woven throughout the course curriculum



Developed in partnership with **leading Pepperdine faculty member**

For healthcare professionals, marketers and administrators to learn effective, consumer-focused marketing practices to strategically align their organization towards the new health paradigm.



Contact us  
Email: [study@dhge.org](mailto:study@dhge.org)  
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In Partnership with



Dignity  
Health

Global Education

"We're talking about the power of connection when it comes to marketing. Healthcare is one of those industries that is just beginning to tap into social media. Different consumers are speaking to us, and if you have a handle of those channel tactics you can really accomplish so much and that knowledge can take you far in your career."



**Julie Rose**  
Healthcare Marketing Expert

## Focus on Faculty

Lynda Palmer has been a member of the Pepperdine Graziadio Business School faculty since 1993, teaching graduate marketing and digital marketing communications. Palmer brings a practitioner perspective to her teaching as an award winning faculty member and over 25 years of strategic marketing experience in varying industries, including healthcare, automotive and financial services.



**Lynda Palmer**  
Professor of graduate marketing and digital marketing communications.



Price: **\$2,995**  
Delivery: **Online**  
Duration: **9 weeks**  
Effort: **4-6 hours per week**  
Intakes: **October, January, April, July**

## Program Curriculum

- Marketing Strategy
- Marketing Insights
- Customer Assessment
- Market Segmentation & Targeting
- Brand Development
- Product/Service Pricing Strategy
- Distribution Strategy
- Communicating Value, Promotional Strategy, and Customer Loyalty Objectives and Metrics



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