

## Healthcare Marketing Fundamentals

*Amman (Jordan)*

*27 June - 1 July 2027*

UK Training

**PARTNER**



## Healthcare Marketing Fundamentals

Code: CC32 From: 27 June - 1 July 2027 City: Amman (Jordan) Fees: 4200 Pound

### Introduction

Healthcare organizations today are operating in an increasingly competitive environment, alongside rising patient expectations and rapid digital transformation. Marketing in healthcare is no longer optional. It has become a critical function for building trust, improving patient engagement, and supporting sustainable organizational growth.

The Healthcare Marketing Fundamentals Course is specifically designed for professionals with limited or early-stage experience in marketing who work within healthcare environments. The course provides a clear, practical, and structured introduction to marketing concepts tailored to clinics, hospitals, and healthcare services.

Whether you work in a private clinic, hospital administration, medical services, or healthcare support functions, this course equips you with essential skills to communicate value ethically, attract patients responsibly, and strengthen your organization's market presence.

### Course Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of marketing within the healthcare sector.
- Recognize how healthcare marketing differs from traditional commercial marketing.
- Build essential marketing knowledge suitable for professionals with limited experience.
- Apply ethical, patient-centered marketing practices.
- Develop simple and effective marketing plans for healthcare services.
- Improve patient communication, engagement, and trust.
- Use digital and traditional marketing tools appropriately in healthcare settings.
- Contribute effectively to healthcare marketing activities.

### Course Outlines

#### Day 1: Introduction to Healthcare Marketing

- Overview of marketing concepts in healthcare.
- The role of marketing in private clinics and healthcare organizations.
- Key differences between healthcare marketing and general marketing.
- Understanding patients as customers while maintaining ethical standards.
- Core healthcare marketing terminology and principles.
- Case discussion: Marketing challenges in private clinics.

#### Day 2: Patient-Centered Marketing and Communication

- Understanding patient needs, expectations, and behavior.
- Building trust and credibility in healthcare communication.

The logo for UK Training Partner features the text 'UK Training' in a small, black, sans-serif font, with 'PARTNER' in a large, bold, black, sans-serif font below it. The background of the logo is a stylized chessboard with a king piece and a pawn piece.

- Branding fundamentals for healthcare providers.
- Communicating medical services clearly and responsibly.
- Managing patient experience as a marketing asset.
- Practical exercise: Mapping the patient journey.

### Day 3: Digital Marketing Basics for Healthcare

- Introduction to digital marketing in healthcare.
- Website fundamentals for clinics and medical services.
- Social media use in healthcare: opportunities and limitations.
- Content basics for health education and engagement.
- Managing online reputation and patient reviews.
- Exercise: Identifying suitable digital channels for a clinic.

### Day 4: Marketing Planning and Compliance in Healthcare

- Developing a simple healthcare marketing plan.
- Budgeting basics for healthcare marketing activities.
- Legal, ethical, and regulatory considerations in healthcare marketing.
- Data privacy and patient confidentiality in marketing activities.
- Measuring basic marketing performance and outcomes.
- Workshop: Drafting a basic marketing plan for a healthcare service.

### Day 5: Practical Application and Review

- Review of key healthcare marketing concepts.
- Common mistakes in healthcare marketing and how to avoid them.
- Applying marketing strategies in small or resource-limited settings.
- Final knowledge review and practical discussion.
- Individual presentation: A simple marketing approach for a clinic.
- Course wrap-up and professional development guidance.

### Why Attend This Course: Wins & Losses!

- Ideal for beginners and professionals with limited marketing experience.
- Clear and practical introduction to healthcare marketing fundamentals.
- Strong focus on ethical, patient-centered marketing practices.
- Improved confidence in planning and communicating healthcare services.
- Practical tools that can be applied immediately in clinics and hospitals.
- Solid foundation for future professional growth in healthcare marketing.

### Conclusion

The Healthcare Marketing Fundamentals Course delivers a structured and accessible learning experience for professionals entering the field of healthcare marketing. With a strong emphasis on ethics, patient engagement, and practical application, the course enables participants to support marketing activities confidently and responsibly.

A graphic featuring the text 'UK Training PARTNER' in black, with 'PARTNER' in a larger, bold font. The text is positioned above a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The chessboard is white and black, and the pieces are gold and silver.



Participants complete the course with a solid foundation that can be applied immediately within clinics, hospitals, and healthcare organizations, contributing to stronger communication, improved patient relationships, and sustainable market presence.

A graphic of a chessboard with a black and white checkered pattern. Three chess pieces are visible: a black pawn, a silver pawn, and a gold king piece. In the background, there are several concentric, semi-transparent circles.

UK Training  
**PARTNER**

Head Office: +44 7480 775 526  
Email: [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)  
Website: [www.blackbird-training.com](http://www.blackbird-training.com)

## Blackbird Training Clients

|                                                                                                                                                                                 |                                                                                                                                                                                   |                                                                                                                                                                                 |                                                                                                                                                                     |                                                                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>MANNAI CORPORATION</b><br>MANNAI Trading Company WLL, Qatar                             | <br><b>GAC</b><br>UNE FILIALE D' EGA<br>Alumina Corporation Guinea                               | <br><b>Booking.com</b><br>Booking.com Netherlands                                              | <br><b>OXFAM</b><br>Oxfam GB International Organization, Yemen                   | <br><b>Capital Markets Authority</b><br>Kuwait                                                                                                 |
| <br><b>WS</b><br>Waltersmith Petroman Oil Limited Nigeria                                      | <br><b>QNB</b><br>Qatar National Bank (QNB), Qatar                                               | <br><b>مؤسسة قطر</b><br>Qatar Foundation, Qatar                                                | <br><b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> , Tanzania                  | <br><b>KFAS</b><br>مؤسسة الكويت للتقدم العلمي<br>Kuwait Foundation for the Advancement of Sciences<br>KFAS Kuwait                              |
| <br><b>Reserve Bank of Malawi</b><br>Malawi                                                   | <br><b>Central Bank of Nigeria</b><br>Nigeria                                                   | <br><b>Ministry of Interior Kingdom of Saudi Arabia</b><br>Ministry of Interior, KSA           | <br><b>Mabruk Oil Company</b><br>Libya                                          | <br><b>الشركة السعودية للكهرباء</b><br>Saudi Electricity Company<br>Saudi Electricity Company, KSA                                            |
| <br><b>BPKH</b><br>Badan Pengelola Keuangan Haji<br>BADAN PENGELOLA KEUANGAN Haji, Indonesia | <br><b>NATO Italy</b>                                                                          | <br><b>eni</b><br>ENI CORPORATE UNIVERSITY, Italy                                            | <br><b>بنك الخليج</b><br><b>GULF BANK</b><br>Gulf Bank Kuwait                   | <br><b>المؤسسة العامة للتأمينات الاجتماعية</b><br>General Organization for Social Insurance<br>General Organization for Social Insurance KSA |
| <br><b>Defence Space Administration</b><br>Nigeria                                           | <br><b>مجموعة الصناعات الوطنية</b><br>(القطرية)<br>National Industries Group (Holding), Kuwait | <br><b>مؤسسة حمد الطبية</b><br>Hamad Medical Corporation<br>Hamad Medical Corporation, Qatar | <br><b>UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT</b><br>USAID Pakistan | <br><b>STC</b><br>التصالات السعودية<br>STC Solutions, KSA                                                                                    |
| <br><b>North Oil Company</b><br>North Oil company,                                           | <br><b>EKO</b><br>EKO Electricity                                                              | <br><b>OMAN BROADBAND</b><br>العمانية للإنطاق العريض<br>Oman Broadband                       | <br><b>UNITED NATIONS</b><br>UN.                                               | <br><b>هيئة تنظيم الكهرباء - عمان</b><br>AUTHORITY FOR ELECTRICITY REGULATION, OMAN<br>Authority for                                         |

UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Sustainability, ESG & Corporate Responsibility  
Advanced Courses  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training