



CATÓLICA  
MEDICAL SCHOOL

LISBOA



## Advanced Course in Strategic Marketing in Healthcare

In a dynamic and challenging landscape, **healthcare takes centre stage as one of the primary concerns of the 21st century.**

With the evolution of technology, **shifting consumer behaviours, and fierce competition among healthcare providers, brands must craft innovative strategies** tailored to a global market.

In a world where reputation and marketing are invaluable assets, equipping professionals with tools and solutions is essential to building strong brands that communicate their messages authentically and resonate with their communities.

The **Strategic Marketing in Healthcare program** provides up-to-date insights, enabling participants to lead in this dynamic environment, to develop effective and ethical marketing strategies, and to maintain a steadfast **focus on excellence and the advancement of healthcare as a whole.**



### Starting

February 28, 2025



### Duration

40h - 7 weeks



### Schedule

Fridays and Saturdays



### Format

In person



### Venue

Católica Medical School



### Tuition fee

2200€ (one time payment)

## Are you ready?

Let's shape the future of Medical Education together



## Contact us:

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# CURRICULUM

## Course Content

Program Opening | 1h

Strategic Marketing | 6h

Consumer Behavior | 6h

Digital Marketing | 6h

Community Engagement | 6h

Influencer Marketing | 3h

Legal and Ethical Compliance | 6h

Reputation Management and

Crisis Communication | 6h

## Requirement of 50% attendance in each course unit.

The active methodology, through the sharing of case studies, examples, and debates with participants, is a pedagogical approach centred on the active involvement of participants in the learning process.

It invites them to analyse and discuss real or simulated situations. The main objective of this methodology is to promote the development of critical skills and the practical application of knowledge, bridging theory with practice.



## COORDINATOR

André  
Alves

- Brand & Digital Marketing Director at Católica Lisbon School of Business and Economics
- Professor and program director at both Universidade Católica Portuguesa and Universidade Lusófona de Humanidades e Tecnologias, teaching courses on strategy and digital marketing.