

Health care marketing

[Business](#), [Marketing](#)



Health care marketing Health care marketing refers to the act of promoting health care products to users and potential users. This paper responds to health care marketing based statements.

Response to question one

The audience should be the parents. This is because of two reasons, the less level of psychological development among children, and the role of parents in guiding and caring for their children. The children are for example not mature enough to make informed decisions regardless of the available information around them because of their underdeveloped cognitive ability. As a result, the aim of marketing that is to promote sales may not significantly influence the children into making decisions towards the marketed products. Children are also entirely dependent on their parents' decisions for products that they use. This is because of the parental care at the tender age and the lack of the children's legal capacity to make decisions. The legal duty of care and parents' moral obligation to care for their children also means that the children are subjected to their parents' preferences. As a result, parents are the right decision makers that should be targeted as the audience.

Response to question two

The statement is valid because the 4Ps are elements that are within a management's control and are instrumental in creating value and enlisting a desired response from the customers. Products that meet consumers needs as well as fair prices relative to perceived quality adds value to customers' utility while successful promotion and a convenient place ensures awareness and accessibility of the created value in quality and fair prices towards

consumers' response. The 4Ps therefore facilitates creation of value and generation of a positive response.