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Marketing HCM 702 2016-2017 Syllabus Instructor: Linda MacCracken Email: lmaccrac@hsph.harvard.edu Phone: 224-522-2574 Course Objectives and Approach: The Marketing course will expose you to marketing concepts in strategy, tactics and execution.

Syllabus for HCM 702: Marketing - Harvard University

In-text: (Molony and Samuels, 2012) Your Bibliography: Molony, D. and Samuels, J., 2012. Evidence-Based Medicine: A Strategy To Reduce Clinical Uncertainty, Resulting In Improved Patient Outcomes And Population Health And Reduced Cost Through Improvements In Care.

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Harvard Business School Case 515-044 Gilead: Hepatitis-C Access Strategy (B) While the "Gilead: Hepatitis-C Access Strategy (A)" case (HBS No. 515-025) poses questions on what the company should do with respect to hard-hit countries like Egypt and India, the (B) case provides the answer.

First Look: March 17 - Harvard Business School Working ...

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BMKT 660: MARKETING MANAGEMENT

The abridged case study AnswerDash "raises issues in entrepreneurship and B2B marketing such as analyzing economic value to the customer, designing optimal price metrics, aligning pricing with marketing strategy,

evaluating customer lifetime value, organizational selling, and influencing innovation adoption," according to the case description ...

November 22, 2016 - Harvard Business School Working Knowledge

Executives at Ford wondered if social media could be the marketing solution for the launch of the youth-oriented 2010 Fiesta. But with social media came a ceding of control. Some at the company believed that if Ford was going to move beyond its conservative brand image, chances had to be taken.

First Look: June 28 - Harvard Business School Working ...

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