

TO: Dr. Neeraj Puro

FROM: Dr. Hong Yuan, Harry T. Mangurian Professor and Department Chair of Marketing

DATE: August 25, 2025

RE: LETTER OF SUPPORT

I am writing to formally express my strong support for the inclusion of Healthcare Marketing (MAR 4712) as an elective for Health Administration major.

This course provides an in-depth examination of marketing principles as they apply specifically to the healthcare industry. Students will explore the unique challenges and opportunities associated with marketing healthcare products and services. Topics will include market segmentation, consumer behavior, branding, digital marketing, and ethical considerations in healthcare marketing. The course integrates both theoretical frameworks and practical applications, with a focus on real-world case studies and industry's best practices.

I believe this addition will significantly enhance the Health Administration program. Please do not hesitate to contact me if you have any questions.

Sincerely,



**Hong Yuan, Ph.D.**

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