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| Teacher | Summary | The name of the special course |
| Professor  Zyuzin VO | A special course is designed for medical students. Topics and materials for practical classes are selected in accordance with the program of the discipline «*Management and Marketing in Health Care»*.  Management and marketing in health care is the science of specific features of management and marketing in the field of health care, theory of health care management, information bases of management and marketing, principles of health care management, basic requirements for the characteristics of the head.  The purpose of studying the discipline «Management and Marketing in Health Care» is to form students' managerial thinking, acquaint students with current issues and the latest achievements in management and marketing in health care, the prospects of implementing these achievements in practical medicine.  The main objectives of the elective course «Management and Marketing in Health Care» are:   * formation of students' ability to interpret the general laws of management and marketing in health care, basic concepts, practical skills for solving specific problems; * acquaintance of students with modern achievements, problems and main trends in the field of management and marketing in health care; * mastering the organizational basis for finding reserves to improve the management of the health care system.   Achieving these goals will allow medical students to acquire knowledge in the field of management and marketing in health care, which is necessary for the direct formation of a professional doctor in their field, as well as for the study of other theoretical and clinical disciplines in higher medical education.  During the study of this discipline students will gain theoretical and practical knowledge about market structures in the health care system, the role of marketing in health care, features of management in health care, marketing approaches to pricing for health services.  Students deepen their knowledge**,**on a wide range of issues relating to the management and marketing in modern health care, social and psychological features of management in health problems relationship marketing in a transitional society.  Students will be able to use the acquired knowledge and skills in their future professional activities and further training in internships. They will have a basic knowledge of the processes that take place at the organizational and economic levels of the health care system. Will be able to apply knowledge and skills in management and marketing and other related sciences to solve problems of modern medicine. | «*Management and marketing in health care»* |