

**From:** [Amir Javadinia](#)  
**To:** [Maria Jennings](#)  
**Cc:** [Julia Higgs](#)  
**Subject:** FW: New Healthcare Marketing Undergrad Course  
**Date:** Monday, October 7, 2024 11:06:08 AM

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And here is the support email from Management for Healthcare Marketing.

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**From:** Hong Yuan <yuanh@fau.edu>  
**Sent:** Monday, October 7, 2024 11:02 AM  
**To:** Amir Javadinia <sjavadinia@fau.edu>  
**Subject:** FW: New Healthcare Marketing Undergrad Course

**Hong Yuan, Ph.D.**  
Harry T. Mangurian Professor & Chair – Department of Marketing

College of Business  
Florida Atlantic University  
Fleming Hall, Room 201  
Boca Raton, FL 33431  
Phone: (561) 297-3036

P.S. “My work schedule may look different than yours. Please do not feel obligated to respond outside of your normal working hours.” Thanks.



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**From:** Hong Yuan  
**Sent:** Thursday, September 12, 2024 1:25 PM  
**To:** Julia Higgs <jhiggs@fau.edu>  
**Subject:** FW: New Healthcare Marketing Undergrad Course

FYI

**Hong Yuan, Ph.D.**  
Harry T. Mangurian Professor & Chair – Department of Marketing

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**From:** Pierre Alexandre <[alexandrep@fau.edu](mailto:alexandrep@fau.edu)>  
**Sent:** Wednesday, September 11, 2024 5:57 PM  
**To:** Hong Yuan <[yuanh@fau.edu](mailto:yuanh@fau.edu)>  
**Subject:** Re: New Healthcare Marketing Undergrad Course

Hi Hong,  
Great feedback. The faculty supports including this course as an elective in the health administration program. I will put it for a vote when appropriate.  
Best,  
Pierre

**Pierre K. Alexandre, PhD; MS; MPH**  
**Associate Professor and Director**  
**Health Administration Programs**  
Management Department - College of Business  
Florida Atlantic University  
777 Glades Rd  
Boca Raton, FL 33431  
Ph.: 561-297-3198; email: [alexandrep@fau.edu](mailto:alexandrep@fau.edu)

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**From:** Hong Yuan <[yuanh@fau.edu](mailto:yuanh@fau.edu)>  
**Sent:** Wednesday, September 11, 2024 1:08 PM  
**To:** Pierre Alexandre <[alexandrep@fau.edu](mailto:alexandrep@fau.edu)>  
**Subject:** RE: New Healthcare Marketing Undergrad Course

Thank you, appreciate your help!

**Hong Yuan, Ph.D.**  
Harry T. Mangurian Professor & Chair – Department of Marketing

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**From:** Pierre Alexandre <[alexandrep@fau.edu](mailto:alexandrep@fau.edu)>  
**Sent:** Wednesday, September 11, 2024 1:07 PM  
**To:** Hong Yuan <[yuanh@fau.edu](mailto:yuanh@fau.edu)>  
**Subject:** Re: New Healthcare Marketing Undergrad Course

Dear Hong,

I thank you for sharing. I will forward the information to the faculty and send you my comments.

Warm regards,

Pierre

**Pierre K. Alexandre, PhD; MS; MPH**  
**Associate Professor and Director**  
**Health Administration Programs**  
Management Department - College of Business  
Florida Atlantic University  
777 Glades Rd  
Boca Raton, FL 33431  
Ph.: 561-297-3198; email: [alexandrep@fau.edu](mailto:alexandrep@fau.edu)

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**From:** Hong Yuan <[yuanh@fau.edu](mailto:yuanh@fau.edu)>  
**Sent:** Wednesday, September 11, 2024 12:25 PM  
**To:** Pierre Alexandre <[alexandrep@fau.edu](mailto:alexandrep@fau.edu)>  
**Subject:** New Healthcare Marketing Undergrad Course

Dear Pierre,

Hope your semester is going well.

I am emailing you regarding a new undergraduate level course that our Marketing

Department has approved. Healthcare Marketing provides students an in-depth examination of marketing principals that are applied specifically to the healthcare industry. I am attaching the course syllabus for your review. The person who will be teaching it has real world marketing consulting experience in healthcare and has also been teaching this course at various universities including Cornell. We believe this course can potentially benefit students in the Health Administration Program, especially as an elective.

Please let me know your thoughts on this. I plan to submit the proposal to the undergrad committee for their next meeting this month. Thank you so much for your time!

Warm regards,  
Hong

**Hong Yuan, Ph.D.**

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