

Spokane Falls Community College
COURSE LEARNING OUTCOMES

Prefix and Course Number:	HIS 213
Course Title:	Marketing/Sales
Version Date:	01/15/2021

Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Differentiate elements of a marketing campaign for a hearing healthcare clinic
2. Assemble a marketing plan for a hearing healthcare clinic
3. Rehearse a patient consultation to increase compliance with clinical recommendations