

## **PROPOSAL**

The health care industry has become vital role in our daily lives. Marketing management is the uttermost important substantial consideration given to the hospitals. Marketing research provides valuable to the hospital administration in planning, organizing, and all managing decisions. This proposal aims to research on the hospital marketing strategies, its ethical issues and its financial planning particularly for marketing management. This study is planned to analyze the marketing and ethical challenges faced by the marketing department in various hospitals. This marketing research will have a qualitative approach, including interviews and surveys to gather the insights from the marketing management department including health care professionals, pharmaceutical marketing professionals, patients, regulatory authorities and industry practitioners. The goal of this marketing research is to foster a transparent, reliable, responsible and ethically beneficial marketing environment for the benefit of public health and integrity of the hospitals and health care system in the various private hospitals in south India.