

Marketing a Masters of Healthcare Informatics (MHI) Degree Program

Online master's degree programs designed to meet the needs of students who are currently working full-time or are unable to complete a master's degree that meets on campus are becoming more popular (Waugh, DeMaria, & Trovinger, 2011). Master's programs that used online marketing methods have been shown to increase enrollment in their classes (Popa, Tarca, & Sasu, 2016).

Personalized techniques that focus on target populations have been shown to effectively increase recipient acknowledgement and response to marketing messages (Bilos, Turkalj, & Kelic, 2016). More information regarding methods to reach students is needed to be more effective (Popa, 2015).

This proposal for survey research, is intended include Health Care Management student researchers, to gather information to better identify potential MHI students, and utilize specialized techniques and electronic methods to promote student enrollment.

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