**Please edit to match your individual details!**

Subjectline**:** Invest in Our Marketing Success: Request for SHSMD Credential Program

Dear [Employer's Name],

I'm excited to request approval and funding to participate in the Society for Health Care Strategy & Market Development (SHSMD) Online Marketing Credential Course. This program offers a targeted curriculum designed to elevate our health care marketing strategies, communications, and research for greater impact.

Course Overview**:**

* **Deep dive into key marketing disciplines:** Marketing plans, communications, and market research for health care.
* **Actionable insights:** Real-world best practices and strategies for success.
* **Valuable resource:** "*Health Care Marketing Plans That Work*" by expert David Marlowe.

Benefits to [Organization's Name]:

* **Enhanced Marketing Performance:** I'll gain cutting-edge tools and techniques to develop stronger marketing plans directly applicable to our goals.
* **Elevated Patient Engagement:** I'll master strategies to strengthen our brand messaging, improve communication with our target audiences, and boost patient loyalty.
* **Smarter, Data-driven Campaigns:** I'll learn to leverage market research and analytics to make informed decisions, ensuring our marketing efforts are laser-focused on the results we need.
* **Competitive Advantage:** The SHSMD Marketing Credential signifies my commitment to excellence and positions [Organization's Name] as a leader in health care marketing.

Course Details:

* **Dates:** April 23 – June 18
* **Format:** Flexible online format – live sessions or convenient recordings.
* **Cost:** [Insert course fee]
* **Includes:** All course materials, expert instruction, and the SHSMD Marketing Credential.

This investment in my professional development will directly benefit [Organization's Name]. I'm confident it will enhance our marketing capabilities, attract more patients, and contribute to our overall success.

Thank you for considering this opportunity. I'm looking forward to discussing how this program aligns with our strategic marketing objectives.

Sincerely,

[Your Name]

[Your Position]