**ABSTRACT**

The marketing strategy of a corporate hospital is to combine all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from marketing research and specialize in the marketing mix in order to achieve the maximum profit and sustain the business. Today’s technically knowledge consumers are more apt to understand their own research in select a doctor, investigate treatment options and make health care decisions. The broad objective for research has been undertaken is to study the performance and effectiveness of the marketing strategies followed by select corporate hospitals. The marketing Strategies are often conveniently classified into seven major strategies or 7Ps namely Product/Service, Price,Place, Promotion, People, Physical Evidence and Process.