

Medical simulation training is increasingly becoming an essential pedagogical method in both initial and continuing training, for both doctors and careers. Faced to an ever-increasing demand for training, medical simulation centers are becoming more imposing, real hospitals dedicated to simulation teaching. Consequently, they face challenges related to profitability, viability and attractiveness. Operating in oligopolistic markets, these centers are required to develop a marketing development strategy that guarantees their competitiveness and the sustainability of their activities. In Morocco, the medical simulation training market is still in its infancy and poorly structured. Until now, no major market research has been reased in this sector. In the light of these findings, the objective of this study is to propose a marketing development plan for a medical simulation center in Casablanca.

Key words:

Medical simulation - active pedagogy - marketing - simulation cen