**PHARMACEUTICAL &**

**HEALTHCARE MARKETING**

Typical Course Sequence

Beginning with the class of 2014 **Summer 2017**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FALL** |  |  | **SPRING** |  |  | **SUMMER** |  |
| **FIRST YEAR** |  |  |  |  |  |  |  |
| 1ACC 101EC Excel Competency (1 cr.) |  |  |  |  |  |  |  |
| ACC 101 Financial Accounting [BC] |  |  | ACC 102 Managerial Accounting [BC] |  |  | DSS 200 Intro to Info Systems [BC] |  |
| ENG 101 Craft of Language [VC] |  |  | ENG 102 Texts & Contexts [SC] |  |  | DSS 210 Business Statistics [BC] |  |
| First Year Seminar [SC] |  |  | MGT 110 ***or*** MGT 120 (either one)[BC] |  |  | FIN 200 Intro to Finance [BC] |  |
| Math Beauty [VC] |  |  | ECN 101 Microeconomics [VC] |  |  | MKT 201 Principles of Marketing [BC] |  |
| Foreign Language [VC] |  |  | Foreign Language [VC] |  |  | PHL 154 Moral Foundations [SC] |  |
|  |  |  |  |  |  |  |  |
| **SOPHOMORE YEAR** |  |  |  |  |  |  |  |
| **WORK** |  |  | PMK 211 Pharm Mkt Environ [MAJ] |  |  | ECN 102 Macroeconomics [ILC #1] |  |
|  |  | PMK 341 Supply Chain Mgmt [MAJ] |  |  | HIS 154 Forging the Modern World [SC] |  |
|  |  | PMK 351 Pharm Promo Mgmt [MAJ] |  |  | MGT 360 Legal Env of Business [BC] |  |
|  |  | THE 154 Faith, Justice, Cath Trad [SC] |  |  | Philosophical Anthropology Select [VC] |  |
|  |  | BIO 165+165L Explore Liv World [VC] |  |  | Religious Difference Selection [VC] |  |
|  |  |  |  |  |  |  |  |
| **JUNIOR YEAR** |  |  | **WORK** |  |  | **WORK** |  |
| PMK 221 Pharm Mkt Research [MAJ] |  |  |  |  |  |
| PMK 331 Pharm Sales Mgmt [MAJ] |  |  |  |  |  |
| DSS 220 Business Analytics [BC] |  |  |  |  |  |
| 2Integrated Learning Course [ILC #2] |  |  |  |  |  |
| ELECTIVE |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **SENIOR YEAR** |  |  |  |  |  |  |  |
| PMK 461 Pharm Mkt Strategy I [MAJ] |  |  | Fine Arts/Literature Selection [VC] |  |  |  |  |
| BUS 495 Business Policy [BC] |  |  | 2Integrated Learning Course [ILC #3] |  |  |  |  |
| Faith & Reason Selection [SC] |  |  | ELECTIVE |  |  |  |  |
| ELECTIVE |  |  | ELECTIVE |  |  |  |  |
| ELECTIVE |  |  | ELECTIVE |  |  |  |  |

**[SC] Signature courses (6) [VC] Variable courses (6-9) [ILC] Integrated Learning courses (3)**

**[BC] HSB Core (10) ELECTIVES (6) [MAJ] Courses in Major (6)**

**1**ACC 101EC Excel Competency is a non-credit online course in conjunction with ACC 101. Competency in Excel must be demonstrated by all first-year business students in the fall semester.

2For ILC courses #2 and #3, the student can choose from the following selection of courses determined by the department or propose an alternative course that enhances learning for the type of industry position you are seeking:

*ART 173 Digital Photography I ENG 261 Reporting & Writing POL 113 Intro to Comparative Politics*

*PSY 100 Introductory Psychology PSY 200 Personality PSY 122 Abnormal Psych for Non-Majors*

*SOC 102 Social Problems SOC/IHS 217 Mental Health & Society THE 366 Christian Medical Ethics*

**Overlays:** In selecting courses, students will be required to identify courses that meet the overlay requirements in the areas of 1) Diversity, Globalization or Non-Western Area Studies, 2) Ethics Intensive and 3) Writing Intensive. Many of the courses already in your schedule may cover these areas.

***This Course Sequence is based on the courses offered in the summer session. Summer courses are subject to change.***

**GEP PHARMACEUTICAL & HEALTHCARE MARKETING**

***(total of 40 courses)* Summer 2017**

***STUDENTS: This checklist is in order of graduation requirements for your major. Be sure to review the notes on the opposite page as well as the on-line course catalog for more specific guidelines.***

**GEP Signature Courses [SC] (6 courses)**

\_\_\_\_ \_\_\_\_\_\_ First Year Seminar Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ \_\_\_\_\_\_ Faith and Reason Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ ENG 102 Texts and Contexts

\_\_\_\_ HIS 154 Forging the Modern World

\_\_\_\_ PHL 154 Moral Foundations

\_\_\_\_ THE 154 Faith, Justice and the Catholic Tradition

**Variable Courses [VC] (9 courses)**

\_\_\_\_ Fine Arts and Literature Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ ECN 101 Microeconomics

\_\_\_\_ ENG 101 Craft of Language

\_\_\_\_ \_\_\_\_ Non-Native Language (1-2 semesters depending on level)

\_\_\_\_ Laboratory Science Selection – BIO 165 + 165L Exploring the Living World + Lab

\_\_\_\_ Math Beauty Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ Philosophical Anthropology Selection: – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ Religious Difference Selection – Your Course Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Integrated Learning Courses [ILC] (3 courses)**

\_\_\_\_ ILC #1 ECN 102 Macroeconomics

\_\_\_\_ ILC #2 2Integrated Learning Course #2 – *Choose from options on other side.*

\_\_\_\_ ILC #3 2Integrated Learning Course #3 – *Choose from options on other side.*

**Business Core Required Courses [BC] (3 courses)**

\_\_\_\_ 1ACC 101EC Excel Competency

\_\_\_\_ ACC 101 Financial Accounting

\_\_\_\_ ACC 102 Managerial Accounting

\_\_\_\_ DSS 200 Introduction to Info Systems

\_\_\_\_ DSS 210 Business Statistics

\_\_\_\_ DSS 220 Business Analytics

\_\_\_\_ FIN 200 Introduction to Finance

\_\_\_\_ MGT 360 Legal Environment of Business I

\_\_\_\_ MGT 110/120 110 Essentials of Organ Behavior

***or*** 120 Essentials of Management

\_\_\_\_ MKT 201 Principles of Marketing

**Courses in Major [MAJ] (6 courses)**

\_\_\_\_ PMK 211 Pharmaceutical Marketing Environment ***Other PMK Courses:***

\_\_\_\_ PMK 221 Pharmaceutical Marketing Research PMK 180 Patient Access to Healthcare

\_\_\_\_ PMK 331 Pharmaceutical Sales Management PMK 465 Advanced Marketing Research

\_\_\_\_ PMK 341 Supply Chain Management and Pricing PMK 471 Pharm Mkt Strategy & Planning II

\_\_\_\_ PMK 351 Pharmaceutical Promotions Management 

\_\_\_\_ PMK 461 Pharm Marketing Strategy & Planning I

**Free Electives (6 courses)**

\_\_\_\_ Free Elective \_\_\_\_ Free Elective

\_\_\_\_ Free Elective \_\_\_\_ Free Elective

\_\_\_\_ Free Elective \_\_\_\_ Free Elective