

GEP



MINOR IN PHARMACEUTICAL & HEALTHCARE MARKETING FOR NON-BUSINESS MAJORS

The minor in Pharmaceutical & Healthcare Marketing (PMK) for non-Business majors allows HSB students in the College of Arts & Sciences to expand their Pharmaceutical & Healthcare Marketing business skills, and have access to employment opportunities within the industry.

The **6 courses** listed below are required for a minor in Pharmaceutical & Healthcare Marketing.

Note that students should follow the suggested course sequence as well as adhere to individual course prerequisites as outlined in the course descriptions in the on-line catalog.

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| <input type="checkbox"/> PMK 211 Pharm Marketing Environment * | |
| <input type="checkbox"/> PMK 221 Pharm Marketing Research | Pre-requisite PMK 211 |
| <input type="checkbox"/> PMK 331 Pharm Sales Management | Pre-requisite PMK 211 |
| <input type="checkbox"/> PMK 341 Supply Chain Mgt. & Pricing | Pre-requisite PMK 211, 221 |
| <input type="checkbox"/> PMK 351 Pharm Promotions | Pre-requisite PMK 211, 221, 341 |
| <input type="checkbox"/> PMK 461 Pharm Mkt Strategy & Planning | Pre-requisite PMK 211, 341, 351 |

*Course is offered during the 2014 fall semester