



PHARMACEUTICAL & HEALTHCARE MARKETING



Typical Course Sequence

www.sju.edu/hsbadvising

Revised 10-3-2014

First Year – Fall Semester

<input type="checkbox"/>	¹ ACC 101EC Excel Competency (one credit)
<input type="checkbox"/>	ACC 101 Financial Accounting [BC]
<input type="checkbox"/>	English 101 Craft of Language [VC] (or AP credit)
<input type="checkbox"/>	First Year Seminar [SC] or MGT 110 or 120 [BC]
<input type="checkbox"/>	Math Beauty [VC]
<input type="checkbox"/>	Foreign Language [VC]

First Year – Spring Semester

<input type="checkbox"/>	ACC 102 Managerial Accounting [BC]
<input type="checkbox"/>	ENG 102 Texts and Contexts [SC]
<input type="checkbox"/>	MGT 110 or 120 [BC] or First Year Seminar [SC]
<input type="checkbox"/>	ECN 101 Microeconomics [VC]
<input type="checkbox"/>	Foreign Language [VC]

Sophomore Year – Fall Semester

<input type="checkbox"/>	BIO 165 + 165L Exploring the Living World [VC]
<input type="checkbox"/>	² DSS 200 Intro to Info Systems [BC] either semester
<input type="checkbox"/>	DSS 210 Business Statistics [BC]
<input type="checkbox"/>	FIN 200 Introduction to Finance [BC]
<input type="checkbox"/>	THE 154 Faith, Justice, Catholic Tradition [SC]

Sophomore Year – Spring Semester

<input type="checkbox"/>	PMK 211 Pharm Marketing Environment [MAJ]
<input type="checkbox"/>	DSS 220 Business Analytics [BC]
<input type="checkbox"/>	HIS 154 Forging the Modern World [SC]
<input type="checkbox"/>	MKT 201 Principles of Marketing [BC]
<input type="checkbox"/>	PHL 154 Moral Foundations [SC]

Junior Year – Fall Semester

<input type="checkbox"/>	PMK 221 Pharmaceutical Mkt Research [MAJ]
<input type="checkbox"/>	PMK 331 Pharmaceutical Sales Mgt [MAJ]
<input type="checkbox"/>	ECN 102 Macroeconomics [ILC #1]
<input type="checkbox"/>	Faith and Reason Selection [SC]
<input type="checkbox"/>	MGT 360 Legal Environment of Business I [BC]

Junior Year – Spring Semester

<input type="checkbox"/>	PMK 341 Supply Chain Mgt & Pricing [MAJ]
<input type="checkbox"/>	PMK 351 Pharmaceutical Promotions [MAJ]
<input type="checkbox"/>	Religious Difference Selection [VC]
<input type="checkbox"/>	ELECTIVE
<input type="checkbox"/>	ELECTIVE

Senior Year – Fall Semester

<input type="checkbox"/>	PMK 461 Pharm Mkt Strategy & Planning [MAJ]
<input type="checkbox"/>	Philosophical Anthropology Selection [VC]
<input type="checkbox"/>	³ Integrated Learning Course [ILC #2]
<input type="checkbox"/>	ELECTIVE
<input type="checkbox"/>	ELECTIVE

Senior Year – Spring Semester

<input type="checkbox"/>	BUS 495 Business Policy [BC] (either semester)
<input type="checkbox"/>	Fine Arts/Literature Selection [VC]
<input type="checkbox"/>	⁴ Integrated Learning Course [ILC #3]
<input type="checkbox"/>	ELECTIVE
<input type="checkbox"/>	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)

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

²DSS 210 is a pre-req for DSS 220 and should be taken first, DSS 200 is not and can be taken either semester.

³Students graduating before May 2016 who have completed BIO 164 as their ILC #2 do not have another ILC #2 course. If students have not taken BIO 164, then it is recommended that they take HIS 458 or another ILC course identified in footnote #4 below.

⁴For 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.

GEP PHARMACEUTICAL & HEALTHCARE MARKETING (40 courses)

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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 ⁴Integrated Learning Course #2 – Choose from options on other side.
- _____ ILC #3 ⁴Integrated Learning Course #3 – Choose from options on other side.

Business Core Required Courses [BC] (10 courses in addition to the 1 credit ACC 101EC)

- | | | | |
|------------------------------|------------------------------|-------------------|--|
| _____ ¹ ACC 101EC | Excel Competency | _____ FIN 200 | Introduction to Finance |
| _____ ACC 101 | Financial Accounting | _____ MGT 360 | Legal Environment of Business I |
| _____ ACC 102 | Managerial Accounting | _____ MGT 110/120 | 110 Essentials of Organ Behavior
or 120 Essentials of Management |
| _____ ² DSS 200 | Introduction to Info Systems | | |
| _____ DSS 210 | Business Statistics | _____ MKT 201 | Principles of Marketing |
| _____ DSS 220 | Business Analytics | _____ BUS 495 | Business Policy |

Courses in Major [MAJ] (6 courses)

- _____ PMK 211 Pharmaceutical Marketing Environment
- _____ PMK 221 Pharmaceutical Marketing Research
- _____ PMK 331 Pharmaceutical Sales Management
- _____ PMK 341 Supply Chain Management and Pricing
- _____ PMK 351 Pharmaceutical Promotions Management
- _____ PMK 461 Pharm Marketing Strategy & Planning I

Other PMK Courses:

- PMK 180 Patient Access to Healthcare
- PMK 465 Advanced Marketing Research
- PMK 471 Pharm Mkt. Strategy & Planning II

Free Electives (6 courses)

- | | |
|---------------------|---------------------|
| _____ Free Elective | _____ Free Elective |
| _____ Free Elective | _____ Free Elective |
| _____ Free Elective | _____ Free Elective |

Three courses among your 40 must satisfy the following overlay areas:

- _____ Diversity, Globalization, or Non-Western Studies Course
- _____ Ethics Intensive Course
- _____ Writing Intensive Course

Please be sure to consult your advisor.