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.

0 PMK 211 Pharm Marketing Environment
0 PMK 221 Pharm Marketing Research Pre-requisite PMK 211
0 PMK 331 Pharm Sales Management Pre-requisite PMK 211
0 PMK 341 Pharm Channels & Pricing Pre-requisite PMK 211, 221
0 PMK 351 Pharm Promotions Pre-requisite PMK 211, 221, 341
0 PMK 461 Pharm Mkt Strategy & Planning Pre-requisite PMK 211, 221, 341, 351