PHARMACEUTICAL & HEALTHCARE MARKETING MAJOR

Learning Goals and Objectives

Objective 1: Leadership — Students will demonstrate the ability to lead in team situations, that is, to motivate, inspire and direct a team to achieving its goals.

Objective 2: Knowledge of functional area — Students will know core concepts within each business discipline of accounting, finance, management, marketing, and information technology.

Objective 3: Critical thinking and problem solving — Students will be able to analyze business scenarios in an integrative way and make constructive and actionable recommendations for problem solving.

Objective 4: Interpersonal/communication skills — Students will demonstrate competency in written and verbal communication aimed at facilitating, and reporting the results of, collaborative problem solving and decision making processes.

Objective 5: Ignatian Values — Students will be able to generate scholarship that embodies free, open inquiry, and provokes imaginative thinking and reflection on values. An appreciation for and ability to apply the Ignatian values of: a commitment to rigorous education and lifelong learning; an insistence upon ethical decision making; a desire for social justice; and a care and concern for others.

Objective 6: Global/Diversity — Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment. A fuller understanding of and respect for diversity in the population and in organizations related to differences across cultures, ethnic groups, socio-economic groups, gender and sexual orientation.

Program Specific I Objective: Strategic Thinking: Students will exhibit strategic approaches to the complex business related problems in the pharmaceutical industry and provide alternative strategies evaluating the pros and cons of those approaches.

For students who entered SJU in the Fall of 2010 or later, or transfer students entering SJU in the Fall of 2010 with 14 or fewer credits:

General Education Signature Courses
See this page about Signature courses (https://academiccatalog.sju.edu/curricula/#signature). Six courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMK 150 &amp; 150</td>
<td>Smart Healthcare Consumer and Smart Healthcare Consumer (FY1 &amp; FY2)</td>
<td>6</td>
</tr>
<tr>
<td>Faith &amp; Reason</td>
<td>Texts &amp; Contexts</td>
<td>3</td>
</tr>
<tr>
<td>HIS 154</td>
<td>Forging the Modern World</td>
<td>3</td>
</tr>
<tr>
<td>PHL 154</td>
<td>Moral Foundations</td>
<td>3</td>
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<tr>
<td>THE 154</td>
<td>Faith, Justice &amp; the Cath Trad</td>
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General Education Variable Courses
See this page about Variable courses (https://academiccatalog.sju.edu/curricula/#variable). Six to Nine courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ENG 101</td>
<td>Craft of Language 1</td>
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<tr>
<td>Non-Native Language #1</td>
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<td></td>
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<tr>
<td>Non-Native Language #2</td>
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<tr>
<td>Math Beauty</td>
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<tr>
<td>ECN 101</td>
<td>Introductory Economics Micro</td>
<td>3</td>
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<tr>
<td>Laboratory Science 2</td>
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<tr>
<td>Theological/Religious Difference</td>
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<tr>
<td>Philosophical Anthropology</td>
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<td></td>
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<tr>
<td>Arts/Literature</td>
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</table>

1 Students may earn credit for ENG 101 by earning a grade of 4 or 5 on the AP English exam. If that is the case, the student may take ENG 102 during the fall semester of freshman year.

2 Students must take one, three-credit, laboratory courses, BIO 165 + BIO 165, Exploring the Living World.

General Education Overlays
See this page about Overlays (https://academiccatalog.sju.edu/curricula/#overlay).

General Education Integrative Learning Component
See this page about Integrative Learning Component (https://academiccatalog.sju.edu/curricula/#integrative-learning). Three courses:

<table>
<thead>
<tr>
<th>Code</th>
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<th>Hours</th>
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<tbody>
<tr>
<td>ILC #1</td>
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<tr>
<td>ILC #3 &amp; ILC #3</td>
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<tr>
<td>ECN 102</td>
<td>Introductory Economics Macro</td>
<td>3</td>
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Recommendations are the following:

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>HIS 458</td>
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<tr>
<td>HIS/SOC 323</td>
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<tr>
<td>PSY 100</td>
<td>Introductory Psychology</td>
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<tr>
<td>PSY 122</td>
<td>Abnormal Psychology/Non-Majors</td>
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<tr>
<td>PSY 200</td>
<td>Personality Psychology</td>
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<tr>
<td>PSY 210</td>
<td>Research Methods</td>
<td></td>
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<tr>
<td>ART 173</td>
<td>Digital Photography I</td>
<td></td>
</tr>
<tr>
<td>THE 366</td>
<td>Christian Medical Ethics</td>
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</tbody>
</table>

Free Electives
Six Courses
Please consult your advisor. Recommended: PMK 190 Healthcare Delivery Alternatives (ethics intensive, service-learning course)

HSB (BC) Foundation Courses

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ACC 101</td>
<td>Concepts of Financial Acct.</td>
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<tr>
<td>ACC 102</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
<td>Hours</td>
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<tr>
<td>DSS 200</td>
<td>Intro to Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>DSS 210</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>DSS 220</td>
<td>Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 110</td>
<td>Essentials of Organizational Beh</td>
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</tr>
<tr>
<td>MGT 120</td>
<td>Essentials of Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 360</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>FIN 200</td>
<td>Intro to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKT 201</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUS 495</td>
<td>Business Policy</td>
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**Pharmaceutical & Healthcare Marketing Major**

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<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>PMK 211</td>
<td>Pharmaceutical Mkt Environment</td>
<td>3</td>
</tr>
<tr>
<td>PMK 221</td>
<td>Pharmaceutical Mkt Research</td>
<td>3</td>
</tr>
<tr>
<td>PMK 331</td>
<td>Pharm Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>PMK 341</td>
<td>Pharm Channels &amp; Pricing</td>
<td>3</td>
</tr>
<tr>
<td>PMK 351</td>
<td>Pharm Promotions Management</td>
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</tr>
<tr>
<td>PMK 461</td>
<td>Pharm Mkt Strat &amp; Plan I</td>
<td>3</td>
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</table>