

Name: _____

PHARMACEUTICAL MARKETING, B.S.

40 courses of three or more credits and 3 one-credit PE courses

GENERAL EDUCATION CORE

BASIC REQUIREMENTS (2 courses and 3 one-credit PE courses)

- Composition and Rhetoric
 - EN 103 Composition and Rhetoric I
 - EN 104 Composition and Rhetoric II
- Physical Education Courses
 - PE 100
 - PE _____
 - PE _____

MODES OF THINKING (3 courses)

- Literature (Select one)
 - EN 110, EN 112, EN 115
- Mathematics (Select one;
*Recommended course: MA 111 or MA 301**)
 - MA 109, 110, 111, 112, 121

**Prerequisites for MA 301: MA 121-122*
- Natural Science (**Satisfied by Major – CH 107**)
- Philosophy
 - PL 109
- Social Sciences (**Satisfied by Major – EC 112**)

CULTURAL LITERACY (6 courses)

- Humanities I and II. *Preferably* select a set (e.g., HI 201/202). However, a combination (e.g., PO 201 + HI 214) is acceptable.
 - Hum. I: HI 201, PO 201, HI 213
 - Hum. II: HI 202, PO 202, HI 214, HI 262
- Humanities III: Great Works of Art & Music
(See Master Schedule of Day Classes)
 - _____
- Humanities IV: Great Works of Literature
(See Master Schedule of Day Classes)
 - _____
- Foreign Language/World Cultures
(Select either two of the same language, any two WC, or one WC and one approved course with international study)
 - _____
 - _____

CHRISTIAN VALUES AND THEOLOGY

- (3 courses)
- Catholic Theology
 - TH 109
 - Intermediate Theology (200/300 level TH)
 - TH _____
 - Values Seminar
(See Master Schedule of Day Classes)
 - _____

MAJOR

- AB 217: Financial Accounting
- AB 272: The Legal Environment of Business
- BI 263: Anatomy and Physiology I
- BI 264: Anatomy and Physiology II
- CH 107: Physiological Chemistry
- EC 112*: Economics of Public Issues
- MG 100: Introduction to Business
- MG 201: Principles of Management
- MG 211: Quantitative Business Analysis
- OR** MG 220: Data Analysis
- MG 4000: Business Capstone
- MK 201: Principles of Marketing
- MK 215: Sales and Sales Management
- MK 220: Consumer Behavior
- MK 330: Health Care Marketing
- MK 410: Marketing Research
- MK 452: Marketing Planning and Strategy
- PS 381: Psychopharmacology

**If a student has taken both EC 209 and EC 210, these will substitute for EC 112.*

MINOR

(6 courses)

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
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ELECTIVES

(As needed to complete 40-course req.;
Recommended Electives: MG 233, MK 315, MK 350, MK 454)

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
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| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

For the most up-to-date record of progress toward completion of degree requirements, students should use the Academic Evaluation tool, which is listed under the Academic Planning heading in WebAdvisor.

DESALES UNIVERSITY

Typical Program: PHARMACEUTICAL MARKETING MAJOR (B. S.)

FIRST YEAR

FALL SEMESTER

Composition and Rhetoric I (EN 103)
Philosophy MOT (PL 109)
Introduction to Business (MG 100)
MA MOT*
World Cultures/Foreign Language
Lifetime Fitness and Wellness (PE 100)

... or ...

SPRING SEMESTER

Composition and Rhetoric II (EN104)
Economics of Public Issues (EC 112) +
Physiological Chemistry (CH 107)
Principles of Marketing (MK 201)
World Cultures/Foreign Language
Physical Education (Activity)

* **MA 111 recommended or MA 301: prerequisite for MA 301 is MA 121-122**

SECOND YEAR

FALL SEMESTER

Anatomy and Physiology I (BI 263)
Principles of Management (MG 201)
Humanities 1 (HI 201 or PO 201)
Financial Accounting (AB 217)
Catholic Theology (TH 109)
Physical Education (Activity)

SPRING SEMESTER

Anatomy and Physiology II (BI 264)
Legal Environment of Business (AB 272)
Humanities 2 (HI 202 or PO 202)
Consumer Behavior (MK 220)
Quantitative Business Analysis (MG 211)
OR Data Analysis (MG220)

THIRD YEAR

FALL SEMESTER

Literature MOT
Intermediate Theology (200-400)
Humanities 3
Free Elective ++ (*MK 350: Special Topics in
Pharmaceutical Marketing recommended*)
Free Elective ++

SPRING SEMESTER

Sales and Sales Management (MK 215)
Health Care Marketing (MK 330) **
Marketing Research (MK 410)
Psychopharmacology (PS 381)
Free Elective ++

** *MK 330 is only offered in ACCESS*

FOURTH YEAR

FALL SEMESTER

Value Seminar (MG 475) +++
Free Elective ++ (*MK 454: Marketing
Internship recommended*)
Free Elective ++
Free Elective ++
Free Elective ++

SPRING SEMESTER

Humanities 4
Marketing Plan & Strat (MK 452) 3 credits
Business Capstone (MG 4000) 1 credit
Free Elective ++
Free Elective ++
Free Elective ++

MOT = Modes of Thought

+ *If a student has completed **EC 209 and 210**, these will substitute for **EC 112**.*

++ **Recommended free electives:** AB 219; BI 151; CM 205; FN 290; MG 233; MK 315, MK 350, MK 454.

+++ **The Value Seminar** for these students (MG 475) may be substituted with one of the following courses, NU 475, PA 575, PL 476.

A. Koefer, Director of the Academic Success Center
Effective fall, 2021