

Name: _____

BASED ON CREDITS

PHARMACEUTICAL MARKETING, B.S.

122 credits and Three 1-credit PE courses

GENERAL EDUCATION CORE

BASIC REQUIREMENTS

(6 credits and three 1-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 (9 credits)

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 (18 credits)

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

- _____

Humanities IV: Great Works of Literature

- _____

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

(9 credits)

Catholic Theology

- TH 109

Intermediate Theology (200/300 level TH)

- TH _____

Values Seminar

- _____

MAJOR (53 credits)

- 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 - 1 credit
- MK 201: Principles of Marketing
- MK 215: Sales and Sales Management
- MK 220: Consumer Behavior
- MK 330: Health Care Marketing:
Only offered in Adult Studies
- 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.*

FREE ELECTIVES (27 credits)

Recommended Free Electives: MG 233, MK 315, MK 350: MK 454

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OPTIONAL MINOR

- | | |
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DE SALES UNIVERSITY
Example Plan: PHARMACEUTICAL MARKETING MAJOR (B. S.)

FIRST YEAR

FALL SEMESTER (15 credits and 1-credit PE)

Composition and Rhetoric I (EN 103)
Philosophy MOT (PL 109)
Introduction to Business (MG 100)
Math MOT (MA 111 or MA 301 (recommand d) ... or ...
World Cultures/Foreign Language
Lifetime Fitness and Wellness (PE 100)

SPRING SEMESTER (17 credits and 1-credit PE)

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)

* *prerequisite for MA 301 is MA 121-122*

SECOND YEAR

FALL SEMESTER (16 credits and 1-credit PE)

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

SPRING SEMESTER (16 credits)

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

THIRD YEAR

FALL SEMESTER (15 credits)

Literature MOT
Intermediate Theology (200-400)
Humanities III
Free Elective
Free Elective

SPRING SEMESTER (15 credits)

Sales and Sales Management (MK 215)
Health Care Marketing (MK 330): *only offered in
Adult Studies*
Marketing Research (MK 410)
Psychopharmacology (PS 381)
Free Elective

FOURTH YEAR

FALL SEMESTER (15 credits)

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

SPRING SEMESTER (13 credits)

Humanities IV
Marketing Plan & Strat (MK 452)
Business Capstone (MG 4000) 1 credit
Free Elective
Free Elective

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

A. Koefler, Director of the Academic Success Center
Effective fall, 2022