

HCAM, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN MARKETING AND SALES

Curriculum Guide

GPA Requirement

2.0 GPA overall or higher to declare HCAM as major
 2.0 GPA or higher in the major to graduate in HCAM
 2.0 GPA or higher and instructor permission to apply for the internship

Summary*

Code	Title	Hours
	Rock Studies 2 Requirements	42
	Other Basic Requirements	0-3
	Major/Concentration Requirements	60
	Electives	18

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

Rock Studies 2 Requirements

Code	Title	Hours
The Rock		
SUBJ 139	Foundations of Academic Discovery ¹	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
STAT 152	Elementary Statistics I	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15

Integrated Inquiry

<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Humanities Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Social Science Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15

Thematic Thread

Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) ²	12
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Required Thematic Thread Coursework:

ECON 202	Principles of Microeconomics (Must be included as part of the 12 Thematic Thread credits)
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Total Hours	42
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- ¹ Course offered in multiple subjects; cannot take course in first major subject.
² One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	

Total Hours	0-3
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DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

Major/Concentration Requirements

- 30 major credits must be taken at SRU or PASSHE
- 30 major credits must be taken at the 300 level or above

Code	Title	Hours
Required Core Courses		
HCAM 230	US Healthcare Systems ¹	3
HCAM 360	Healthcare Organizational Dynamics ¹	3
HCAM 450	Internship-Health Care Administration & Management ¹	3
HCAM 499	Health Care Theory and Research Capstone Seminar ¹	3
Subtotal		12

Marketing & Sales Management Core Courses

HCAM 265	Introduction to Insurance and Managed Care	3
HCAM 375	Ethics & Legal Fundamentals for the Health Professions ¹	3
HCAM 415 or COMM 270	Marketing for Health Care Organizations ¹ Strategic Health Communication	3
MRKT 230	Principles of Marketing ¹	3
MRKT 332	Business Marketing	3
MRKT 333	Consumer Behavior ¹	3

MRKT 336 or MRKT 430	Professional Selling ¹ Marketing Research	3
Subtotal		21
Additional Required Coursework		
ACCT 209	Financial Accounting	3
HCAM 200 or HLTH 210	Introduction to Population Health Introduction to Public Health	3
HCAM 300 or ECON 312	Healthcare Systems: Global Perspectives and Analysis Critical Choices in Health Care Policy	3
HCAM 305	Fundamentals of Healthcare Quality and Safety	3
HCAM 385	Insurance and Cost Containment	3
HCAM 400 or ACCT 400	Legal Environment of Healthcare Legal Environment of Healthcare	3
HCAM 430	Finance for Healthcare Organizations	3
HCAM 480	Healthcare Value-Based Reimbursement and Process Improvement	3
MIS 210	Productivity Software	3
Total Hours		60

This program is effective as of Summer 2022
Revised 10.10.2023
UCC 09.05.2023

¹ Course counts for 50% of Major requirements and Major GPA

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Co-curricular and Experiential Learning

Students are encouraged to explore additional curricular and co-curricular opportunities. There is a strong correlation between long-term student success and participation in the following types of programs and activities:

1. International study programs (short-term, semester, and year-long)
2. High-Impact Practice (HIP) designated classes
3. Student-faculty research
4. Student leadership development
5. Service-learning classes
6. Career education and development
7. Internships
8. Volunteering in healthcare industry related settings
9. Job Shadowing

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

HEALTH CARE ADMINISTRATION & MANAGEMENT - BS (2346)
Concentration in Marketing & Sale (MKSA)