

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

## Recommended Four-Year Plan

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
HCAM 230	US Healthcare Systems	3
ENGL 102	Critical Writing	3
ESAP 101	FYRST Seminar *	1
STAT 152	Elementary Statistics I	3
SUBJ 139	Foundations of Academic Discovery <sup>1</sup>	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	
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
HCAM 265	Introduction to Insurance and Managed Care	3
ACCT 209	Financial Accounting	3
ENGL 104	Critical Reading	3
SCI 102	Understanding the Physical World	3
Creative & Aesthetic Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<b>Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
HCAM 200 or HLTH 210	Introduction to Population Health or Introduction to Public Health	3
ECON 202	Principles of Microeconomics (Thematic Thread Requirement)	3
MRKT 230	Principles of Marketing	3
SCI 102	Understanding the Physical World	3
Humanities Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
Declare a Thematic Thread <sup>2</sup>		
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
HCAM 360	Healthcare Organizational Dynamics	3
HCAM 375	Ethics & Legal Fundamentals for the Health Professions	3
HCAM 415 or COMM 270	Marketing for Health Care Organizations or Strategic Health Communication	3
MIS 210	Productivity Software	3
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<b>Hours</b>		<b>15</b>

<b>Third Year</b>		
<b>Fall</b>		
HCAM 305	Fundamentals of Healthcare Quality and Safety	3
HCAM 430	Finance for Healthcare Organizations	3
MRKT 333	Consumer Behavior	3
MRKT 336 or MRKT 430	Professional Selling or Marketing Research	3
Social Science Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<b>Hours</b>		<b>15</b>

<b>Spring</b>		
HCAM 400 or ACCT 400	Legal Environment of Healthcare or Legal Environment of Healthcare	3
HCAM 480	Healthcare Value-Based Reimbursement and Process Improvement	3
HCAM 385	Insurance and Cost Containment	3
MRKT 332	Business Marketing	3
Thematic Thread Requirement (Upper Level) ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<b>Hours</b>		<b>15</b>

<b>Fourth Year</b>		
<b>Fall</b>		
HCAM 450 or HCAM 499	Internship-Health Care Administration & Management or Health Care Theory and Research Capstone Seminar	3-12
Thematic Thread Requirement (Upper Level) ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
Elective (Recommend MIS 310)		3
Elective (Recommend HCAM or in Minor)		3
Elective (Recommend HCAM or in Minor)		3
<b>Hours</b>		<b>15-24</b>

<b>Spring</b>		
HCAM 300 or ECON 312	Healthcare Systems: Global Perspectives and Analysis or Critical Choices in Health Care Policy	3
HCAM 499 or HCAM 450	Health Care Theory and Research Capstone Seminar or Internship-Health Care Administration & Management	3
Elective (Recommend HCAM or in Minor)		3
Elective (Recommend HCAM or in Minor)		3
Elective (Recommend HCAM or in Minor)		3
<b>Hours</b>		<b>15</b>
<b>Total Hours**</b>		<b>121-130</b>

<sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.

<sup>2</sup> Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

\* Students are encouraged to take ESAP 101 as a Free Elective.

*\*\* This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.*

Major Code: 2346

Concentration Code: MKSM

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