

HEALTHCARE MARKETING AND SALES, CERTIFICATE

PROGRAM LEARNING OUTCOMES

1) Business Information Technology and Analytics

- Recognize application of information technology and analytic tools in healthcare settings
- Present healthcare data to meet needs of various healthcare stakeholders
- Propose data-driven solutions to problems in healthcare

(UG 02, UG 10)

2) Communication and Relationship Management

- Identify foundations of inter-professional collaboration
- Articulate complex ideas for diverse audience needs
- Communicate across healthcare professions
- Demonstrate skills for professional communication and relationship development
- Demonstrate professional writing skills

(UG 01, UG 05, UG 08, UG 09)

3) Financial Budgeting, Management, and Applied Economic Proficiency

- Identify concepts for applied economic reasoning.
- Identify foundations of accounting, financial management, budgeting, and revenue cycle management
- Apply financial concepts within healthcare industry contexts

(UG 02, UG 04)

4) Healthcare Administration and Management Legal, Regulatory, and Ethical Competence

- Recognize ethical and legal principles in healthcare environments
- Apply healthcare ethics principles to complex scenarios
- Apply regulatory & legal principles to healthcare industry settings

(UG 02, UG 05, UG 07, UG 08, UG 09)

5) Knowledge of the Healthcare Environment

- Identify fundamentals of healthcare quality and safety
- Recognize fundamentals of population health
- Recognize how healthcare systems function and interact
- Perform comparative analyses of healthcare systems

(UG 02, UG 09)

6) Organizational Dynamics

- Identify foundations of healthcare organizational dynamics
- Evaluate methods to enhance commitment and job performance within healthcare organizations

(UG 05, UG 07, UG 08, UG 09)

To access Certificate Requirements, please view the Curriculum Guide tab.

Related Links

Healthcare Marketing and Sales, Certificate program page (<https://www.sru.edu/academics/colleges-and-departments/cohp/departments/health-care-administration-and-management/hcam-programs/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)

CURRICULUM GUIDE

GPA Requirement

- Certificate GPA: 2.00 or higher

Code	Title	Hours
Required Courses (6 Credit Hours) ¹		
HCAM 230	US Healthcare Systems	
HCAM 265	Introduction to Insurance and Managed Care	
Sub-total Credit Hours		6
Plus Choose Three of the Following Courses		
HCAM 385	Insurance and Cost Containment	
HCAM 415	Marketing for Health Care Organizations	
or HCAM 410	Strategic Leadership in Health Care Organizations	
MKTG 230	Principles of Marketing	
MKTG 333	Consumer Behavior	
MKTG 336	Professional Selling	
COMM 270	Strategic Health Communication	
HEMT 326	Introduction to Meetings and Event Management	
or HCAM 298	Selected Topics	
or HCAM 398	Selected Topics	
Sub-total Credit Hours		9
Total Hours		15

¹ Only 6 credits may count in both your first major and this certificate.

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

Healthcare Marketing and Sales Certificate

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