

HEALTHCARE MARKETING AND SALES, CERTIFICATE

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

Revised:07.28.2026

UCC 02.17.2026