

HEALTHCARE MARKETING AND SALES, MINOR

Curriculum Guide

GPA Requirement

Minor GPA: 2.0 or higher

Minor Requirements

- Students must complete at least 6 credit hours in their minor from SRU
- A minimum of 6 credit hours must be upper division (courses numbered 300 and above)
- A minor shall be no fewer than 18 credits.

Code	Title	Hours
Required Courses		
HCAM 230	US Healthcare Systems	3
HCAM 265	Introduction to Insurance and Managed Care	3
HCAM 415 or COMM 270 or HEMT 326 or HCAM 298 or HCAM 398	Marketing for Health Care Organizations Strategic Health Communication Introduction to Meetings and Event Management Selected Topics Selected Topics	3
MKTG 230	Principles of Marketing	3
MKTG 333	Consumer Behavior	3
MKTG 336	Professional Selling	3
Total Hours		18

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

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 Minor (23F)

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