

Science Marketing

The Science Marketing program is a hybrid major that provides students an opportunity to utilize knowledge from two different fields and apply the concepts from both in a truly integrated approach. Students in the Science Marketing major take fundamental biology and chemistry courses to develop a rich understanding of scientific principles and the scientific method. The science content of the major provides students with the background to understand how scientific products and technology work and technical needs of clients. Courses taken in the business department provide students with an understanding of the fundamental principles of marketing to consumers, assessing consumer demand and needs, and management of employees.

Career Opportunities

The Cedar Rapids to Iowa City "Corridor" is home to many STEM-based businesses that employ a STEM-educated workforce. A sample of possible employers in Eastern Iowa include: ACT, ADM, Cambrex, Cargill, DuPont, General Mills, John Deere, Kemin Industries, Monsanto, Novartis Pharmaceuticals, Penford Products, Proctor and Gamble, Rockwell Collins, Siemens, and Vermeer Corporation among others. Students graduating from the Science Marketing program will be excellent potential employees for many of these companies as well as organizations in other locations.

See the Graduate section (<http://catalog.mtmercy.edu/archives/2016-17/graduateprograms>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy.

Major

CH 111	General Chemistry I	4.5
CH 112	General Chemistry II	4.5
BI 125	Foundations of Biology & Scientific Inquiry I	3
BI 125L	Biostatistics and Scientific Investigation I	1.5
BI 126	Foundations of Biology & Scientific Inquiry II	4.5
BK 208	Principles Of Marketing	3
BK 305	Professional Selling	3
BK 421	Marketing Internship	3
Choose 4 courses:		16.5-19.5

Must be at least one from BI and CH

BI 243	Immunology
BI 273	Human Anatomy
BI 274	Human Physiology
BI 274L	Human Physiology Laboratory
BI 303	Genetics
BI 315	General Microbiology
BI 370	Cell and Molecular Biology
CH 211	Organic Chemistry I
CH 212	Organic Chemistry II
CH 251	Analytical Chemistry
CH 302	Biochemistry
CH 334	Instrumental Analysis
CH 370	Physical Chemistry

Choose 2 Courses: 6

BA 250	Technology & Communication In Business
BK 300	Advertising and Creative Campaign Strategies

BK 301	Product, Brand and Category Management
BK 311	International Marketing
BK 331	Retail Management
BK 335	Tradeshow and Event Planning
BK 340	Contemporary Topics In Marketing
Total Hours	49.5-52.5