

# 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/graduateprograms/>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy.

## Science Marketing Major

### Required:

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 Four of the Following: 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 303	Genetics	
BI 315	General Microbiology	
BI 370	Cell and Molecular Biology	
BI 374	Integrated Physiology	
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 Two of the Following: 6

BA 250	Technology & Communication In Business	
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BK 300	Advertising and Creative Campaign Strategies
BK 301	Product, Brand and Category Management
BK 331	Retail Management
BK 335	Tradeshow and Event Planning
BK 340	Contemporary Topics In Marketing

### Total Hours 49.5-52.5

The following is the typical sequence of courses required for the major\*:

#### Freshman

Fall	Hours	Winter	Hours	Spring	Hours
CH 111	4.5	Domain		3 CH 112	4.5
BI 125	3			BI 126	4.5
BI 125L	1.5			Writing Competency	4
Math Competency		4		CO 101	3
Portal	3				
		<b>16</b>		<b>3</b>	<b>16</b>

#### Sophomore

Fall	Hours	Winter	Hours	Spring	Hours
Science Elective	4.5	Elective or Domain		3 Science Elective	4.5
BK 208	3			Science Elective	4.5
Elective	3			Business Elective	3
Domain	3			Domain	3
		<b>13.5</b>		<b>3</b>	<b>15</b>

#### Junior

Fall	Hours	Winter	Hours	Spring	Hours
Science Elective	4.5	Elective		3 Business Elective	3
BK 305	3			Domain	3
Elective	3			Elective	3
Domain	3			Elective	3
		<b>13.5</b>		<b>3</b>	<b>12</b>

#### Senior

Fall	Hours	Winter	Hours	Spring	Hours
BK 421 (or Elective)		3 Elective		3 ME 450	1
Elective	3			BK 421 (or Elective)	3
Elective	3			Elective	3
Domain	3			Elective	3
				Domain	3
		<b>12</b>		<b>3</b>	<b>13</b>

### Total Hours: 123

*Note: Elective courses could be used for a second major, a minor, a course of interest, internship or study abroad experience.*

*Note: See the Curriculum section (<http://catalog.mtmercy.edu/curriculum/#corecurriculumtext>) for more information on Portal, Competency, Domain, and Capstone courses.*

## **\*Disclaimer**

The course offerings, requirements, and policies of Mount Mercy University are under continual examination and revision. This *Catalog* presents the offerings, requirements, and policies in effect at the time of publication and in no way guarantees that the offerings, requirements, and policies will not change.

This plan of study represents a typical sequence of courses required for this major. It may not be applicable to every student. Students should contact a department faculty member to be sure of appropriate course sequence.