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, Kemn 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.

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 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 2 Courses: 6

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