Healthcare Marketing

Required Courses

Why Choose Healthcare Marketing?

Want a career in healthcare but working from a medical aspect is not for you? Want a career in business but the boardroom bores you? Well, now you can combine the medical world with the business world with a BS in Healthcare Marketing. This program is designed to develop graduates capable of marketing within the healthcare industry across the supply chain - including hospitals and hospital systems, physician practices, specialized clinics; manufacturers of pharmaceuticals, medical devices and medical furniture; social service providers and change-behavior specialists.

The job market for students with competence in healthcare marketing is currently very strong. However, healthcare systems and organizations are generally reluctant to hire undergraduates for entry-level positions if those undergraduates do not have healthcare or healthcare related competencies and experience. The BS Healthcare Marketing program at Ferris State University was designed with input from both industry and academia to teach you those marketing competencies valued by the healthcare industry.

Career Opportunities

Healthcare spending is 4.3 times the amount spent on national defense. A survey of nearly 300 hospitals by the Society for Healthcare Strategy and Market Development (SHSMD) found that hospital marketing departments averaged 6 (six) staff members with budgets of 1.2 million. Marketing departments are incorporated into the structure of healthcare organizations and marketers are being promoted to manager's directors, and ultimately vice presidents. Some careers in Healthcare Marketing you may start at are: jobs in sales and marketing for healthcare providers and their suppliers, including medical device and furniture sales and marketing, customer service, and social marketing.

Admission Requirements

New Students SAT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
  1. SAT ERW score of 450 or higher
  2. SAT Math score of 500 or higher. Placement in MATH 109/110 will be considered (SAT Math score of 480 or higher).
  3. SAT Composite of 900 or higher
New Students ACT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
  1. ACT English score of 16 or higher
  2. ACT Math score of 19 or higher
  3. ACT Reading score of 19 or higher

Transfer Students

- Combined college or university GPA of 2.35 (on a 4.0 scale) from all institutions attended. GPA based on completion of 12 credit hours or more. Developmental courses will not be considered in computing the GPA requirement.
- Transfer equivalency for FSU ENGL 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; or SAT ERW score of 450 or higher; or Accuplacer English score of 6 or higher.
- Transfer equivalency for FSU MATH 114/115 or placement during the first semester at FSU which would require an ACT Math score of 19 or higher; SAT Math score of 500 or higher; or Accuplacer Math scores: Elementary Algebra score 75 or higher and College Level Math 0-49.

More Information:

Additional guidance can be found on the College of Business Webpage under the Admissions tab.

General Education Requirements

All University General Education requirements for a Bachelor’s degree is here

Please consult this link for a complete listing of General Education Electives.

Consult the Required Courses above or the program advisor for program specific General Education requirements.

Graduation Requirements

The Health Care Marketing program at Ferris leads to a Bachelor of Science degree. Graduation requires a minimum 2.0 GPA in core classes, in the major and overall.

More Information

Marketing Department
College of Business
119 South Street, BUS 212
Big Rapids, MI 49307-2284
Phone: 231-591-2426
ADA compliant checksheets are being developed for the 2019-2020 Catalog. If you would like to request an ADA compliant checksheet before the 19-20 catalog is published, please send your request to: FSUCurriculum@ferris.edu