The Southern Miss Healthcare Marketing program provides students with a healthy blend of skills in marketing, sales, scientific knowledge, customer relations and communication. The Healthcare Marketing program prepares students to be among the most marketable and competitive employees in the industry.
USM’s competitive scholarships are based on academics, service and leadership and can waive up to the full cost of tuition. Academic Excellence Scholarships use your ACT scores to discount tuition prices for your hard work! For more information, visit usm.edu/financial-aid.

WHAT TYPES OF CLASSES CAN I TAKE?

Regulatory and Ethical Issues in Healthcare Industry Development
Learn the regulatory and ethical environment of the healthcare industry, including FDA approval, managed care and pricing issues.

Marketing in the Healthcare Industry
Focus on the healthcare market, competition and the role of marketing in the healthcare industry.

Professional Selling
Analyze the ethics, functions and techniques of professional selling using a behavioral and managerial approach.

WHAT TYPES OF JOBS CAN I GET?

- Pharmaceutical Salesperson
- Medical Device Salesperson
- Hospital Marketing Officer
- Pharmaceutical Marketer

WHAT TYPES OF EVENTS CAN I ATTEND?

Attend events where industry professionals prepare you for the field. Lectures throughout the school year have featured industry professionals from companies such as Lilly and Pfizer.

WHAT TYPE OF FINANCIAL AID IS AVAILABLE?

Healthcare marketing is a BSBA program that prepares students to take their place in the complex and growing healthcare industry.