



**FOR MORE INFORMATION** >>>

About the Health Studies Program at ULM, contact:

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# ULM

UNIVERSITY OF LOUISIANA MONROE  
COLLEGE OF HEALTH SCIENCES

## WHY CHOOSE HEALTH STUDIES >>>





# DEPARTMENT OF HEALTH STUDIES

The Department of Health Studies (DHS), in the College of Health Sciences, offers a Bachelor of Science degree in Health Studies. The undergraduate program offers two options:

### Pre-Professional Health Studies Option:

This option is for those students who plan to seek admission to post-baccalaureate graduate programs such as occupational therapy and other health-related professions. The Pre-Professional Health Studies option can be customized to include necessary requirements for admission to health professions' graduate programs.

### Healthcare Management/Marketing Option:

This option is for those students who desire a terminal undergraduate degree for mid-level managerial employment in healthcare. This option incorporates the same core health studies courses as the Pre-Professional Health Studies option and includes management and marketing courses.

**"Nearly 30,000 health services positions need to be filled in Louisiana by the end of 2018." NATIONAL EMPLOYMENT MATRIX, BUREAU OF LABOR STATISTICS**

## Why Healthcare Management/Marketing?

Healthcare is a national concern because of the aging population and longer life expectancies in the United States. The US Department of Labor projects that education and health services will be the fastest growth industry in the country between 2004 and 2014, accounting for 4.3 million (approximately 3 out of every 10) new jobs. Employment of medical and health services administrators and healthcare professionals is expected to see faster than average growth as the healthcare industry expands and diversifies.

## Program Outcomes

Healthcare is changing in terms of how and where care is delivered, who is providing those services and how that care is financed. A degree in Health Studies with a focus on healthcare management/marketing prepares students to manage these changes with the following:

- leadership skills and professional values to function as independent healthcare professionals.
- critical investigation skills.
- an insight into diverse populations in healthcare.
- global knowledge of political, social, legal and ethical issues that impact healthcare.
- effective oral and written communication skills necessary in healthcare.
- hands on training through a senior level practicum II experiential.

## Career Opportunities for Healthcare Management/Marketing Majors

- Medical and Health Services Manager
- Sales Representative (technical and scientific products)
- Chief Administrator
- Assistant Administrator
- Healthcare Marketing Director
- Clinical Manager (outpatient or rehabilitation centers)
- Human Resource Director
- Health Information Manager
- Office Manager



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# TESTIMONIALS



**"In my practicum, I not only learned about the healthcare industry, but I learned about people. I am very thankful for the Health Studies Department in giving me the opportunity to have hands-on learning experience that I can take with me to any job."**

*– Amber Collins, Health Studies Graduate*

**"The Health Studies Program was an eye-opening program! I knew, with the knowledge gained from this program, I could make a difference in my career and in my life."**

*– Aaron Hamilton, Health Studies Graduate, ULM MBA Graduate Student*

**"The Health Studies Management/Marketing program at ULM is an exciting degree offering that is like no other in this area!" And, the level of professionalism of the Health Studies faculty is unmatched and they are always available to help students in any way possible."**

*– Kevin Robertson, Health Studies Graduate, LSU Health Administration Graduate Student*

**"Practicum provided me with something that is priceless – a head start in my career. I am now employed full-time at P&S; all because of the expertise I was taught through the curriculum, and the hard work and dedication that was instilled in me by my professors."**

*– Natalie Gray, Health Studies Graduate, Special Projects Regulatory Specialist at P & S Surgical Hospital*