About the Health Studies Program at ULM, contact:

Department Head
Department of Health Studies
University of Louisiana Monroe
700 University Ave. • Monroe, LA 71209-0440
Telephone: (318) 342-5583

Or visit our website:
www.ulm.edu/healthstudies/
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.**

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.

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.

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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**

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:

www.ulm.edu/healthstudies/