

BACHELOR OF SCIENCE IN BIOMEDICAL MARKETING

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The marketing of biomedical products, including pharmaceuticals, is a fast growing industry, and a large number of companies specializing in biomedical sciences are located in the Northeast, many in Connecticut. The department offers a degree in biomedical marketing, aimed at satisfying the need for students with knowledge of the fundamentals of marketing as well as an understanding of the science behind the development of biomedical products. At completion of the program, a Quinnipiac graduate has a degree unique among colleges and universities in the Northeast. Our graduates find jobs in the marketing departments of pharmaceutical companies and biotechnology firms, as medical sales representatives, marketing diagnostic testing products to laboratories or medical equipment to hospitals and clinics, or marketing over-the-counter drugs for consumer product companies.

BS in Biomedical Marketing requires a minimum of 121 credits for degree completion.

Please see footnotes for additional information.

Code	Title	Credits
University Curriculum (http://catalog.qu.edu/academics/university-curriculum/)		46
Complete the Business Core Curriculum (http://catalog.qu.edu/business/#corecurriculumtext)		28
Biomedical Science Core		
BIO 202	Inside Out: An Introduction to Human Form and Function	3
BMS 117 & 117L	The Human Organism and The Human Organism Lab ¹	4
BMS 162	Human Health and Disease ¹	3
BMS 276	Drug Development	3
CHE 101 & 101L	Fundamentals of General, Organic and Biological Chemistry I and Fundamentals of General, Organic and Biological Chemistry I Lab ¹	4
CHE 102 & 102L	Fundamentals of General, Organic and Biological Chemistry II and Fundamentals of General, Organic and Biological Chemistry II Lab ¹	4
HM 201	Introduction to Healthcare Management	3
Biomedical Marketing Core		
MK 320	Marketing Research	3
MK 324	Business-To-Business Marketing	3
MK 332	Advertising and Integrated Brand Promotion	3
MK 333	Digital Marketing and Electronic Channels of Distribution	3
MK 334	Product, Pricing and Distribution Strategy	3

MK 383	Professional Selling and Sales Management	3
MK 401	Marketing Practicum	3
Open Electives ¹		2
Total Credits		121

¹ The science requirements in the biomedical marketing program also satisfy 13 credits within the University Curriculum. Open electives will be needed to reach 121 degree completion credits and will vary based on course selection.

This is a *recommended* plan of study as course plans are subject to change. Course availability, potential transfer credits, and course prerequisite completion may influence the final course schedule for each program.

Course	Title	Credits
First Year		
Fall Semester		
SB 101	The Business Environment (Business Core Curriculum)	3
CIS 101	Introduction to Applied Ai and Business Analytics	3
FYS 101	First-Year Seminar (UC Foundations Inquiry)	3
EN 101	Introduction to Academic Reading and Writing (UC Writing 1)	3
MA 170	Probability and Data Analysis (UC Math)	3
Credits		15
Spring Semester		
MK 201	Marketing Principles	3
EC 111	Principles of Microeconomics (Business Core and UC Social Science)	3
EN 102	Academic Writing and Research (UC Writing 2)	3
EC 272	Advanced Applied Statistics	3
Business Core		3
Credits		15
Second Year		
Fall Semester		
MK 320	Marketing Research	3
BMS 117 & 117L	The Human Organism and The Human Organism Lab (UC Natural Science with Lab)	4
EC 112	Principles of Macroeconomics (Business Core and UC Social Science)	3
Business Core		3
Business Core		3
Credits		16
Spring Semester		
MK 332	Advertising and Integrated Brand Promotion	3
BMS 162	Human Health and Disease (UC Natural Science)	3
Business Core		3
Business Core		3
Business Core		3

SB 250	Career Planning and Development	1
Credits		16
Third Year		
Fall Semester		
MK 324	Business-To-Business Marketing	3
MK 383	Professional Selling and Sales Management	3
BMS 276	Drug Development	3
CHE 101 & 101L	Fundamentals of General, Organic and Biological Chemistry I and Fundamentals of General, Organic and Biological Chemistry I Lab	4
Business Core		3
Credits		16
Spring Semester		
MK 333	Digital Marketing and Electronic Channels of Distribution	3
MK 334	Product, Pricing and Distribution Strategy	3
HM 201	Introduction to Healthcare Management	3
BIO 202	Inside Out: An Introduction to Human Form and Function	3
CHE 102 & 102L	Fundamentals of General, Organic and Biological Chemistry II and Fundamentals of General, Organic and Biological Chemistry II Lab	4
Credits		16
Fourth Year		
Fall Semester		
MK 401	Marketing Practicum	3
UC Disciplinary Inquiry		3
UC Disciplinary Inquiry		3
Open Elective		3
Open Elective		3
Credits		15
Spring Semester		
SB 420	Strategic Management Integrated Seminar	3
UC Personal Inquiry		3
Open Elective		3
Open Elective		3
Credits		12
Total Credits		121

Student Learning Outcomes

Upon completion of the program, students will achieve the following competencies:

1. **Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
2. **Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
3. **Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
4. **Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.

5. **Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
6. **Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individuals and groups.
7. **Professionalism:** Students exhibit professional behavior, including a strong work ethic in their classes, in their interactions with faculty, staff and colleagues, and in their team assignments.

Admission Requirements: School of Business

The requirements for admission into the undergraduate School of Business programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the **Admissions** page of this catalog.

Seamless Transfer Agreement with Gateway Community College (GCC), Housatonic Community College (HCC) and Norwalk Community College (NCC)

Under this Transfer Agreement, GCC, HCC and NCC graduates will be guaranteed admission into a bachelor's degree program with third year (junior) status at Quinnipiac University on the condition that they:

- Graduate with an associate in arts, an associate in science in business, College of Technology engineering science, nursing or an allied health degree with a minimum cumulative GPA of 3.00 (this may be higher in specific programs).
- Satisfy all other Quinnipiac University transfer admission requirements and requirements for intended major.

Suggested Transfer Curriculum for BS in Biomedical Marketing

A minimum of 60 credits is required for transfer into the BS in Biomedical Marketing program. Below is a sample plan of study for the first two years prior to matriculation at Quinnipiac University.

Course	Title	Credits
First Year		
Fall Semester		
English I		3
Introduction to Business		3
Microeconomics		3
Business Statistics		3
History Elective		3
Credits		15
Spring Semester		
English II		3
Macroeconomics		3

Financial Accounting	3
Information Systems	3
Marketing	3
Credits	15
Second Year	
Fall Semester	
Managerial Accounting	3
Finance	3
International Business	3
Management	3
Art Elective	3
Credits	15
Spring Semester	
Operations Management	3
Business Law	3
Science Elective with Lab	4
Social Science Elective	3
Additional Elective (Business or other)	3
Credits	16
Total Credits	61