

BACHELOR OF SCIENCE IN BIOMEDICAL MARKETING

Program Contact: Charles Brooks (charles.brooks@qu.edu)
203-582-8333

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 Curriculum

The Bachelor of Science in Biomedical Marketing requires the completion of 121 credits as outlined here:

Code	Title	Credits
Business Core Curriculum		
Complete the Business Core Curriculum (http://catalog.qu.edu/business/#corecurriculumtext)		43
University Curriculum		
Complete the University Curriculum for School of Business (http://catalog.qu.edu/business/#universitycurriculumtext) ¹		21
Biomedical Science Core		
BIO 202	Inside Out: An Introduction to Human Form and Function	3
BMS 117	The Human Organism	3
BMS 117L	The Human Organism Lab	1
BMS 162	Human Health and Disease	3
BMS 276	Drug Development	3
CHE 101	Fundamentals of General, Organic and Biological Chemistry I	3
CHE 101L	Fundamentals of General, Organic and Biological Chemistry I Lab	1
CHE 102	Fundamentals of General, Organic and Biological Chemistry II	3
CHE 102L	Fundamentals of General, Organic and Biological Chemistry II Lab	1
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		
Complete 12 credits		12
Total Credits		121

¹

The science requirements in the biomedical marketing program also satisfy 13 credits within the University Curriculum.

Student Learning Outcomes

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

- Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
- Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
- Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
- Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
- Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
- Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individual and groups.
- 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