

## **MDDA Business and Marketing/Media Emphasis**

### **Overview**

The Medical Technology-Business & Marketing Emphasis combines medical knowledge with business acumen to prepare students for leadership roles in healthcare organizations. This track covers healthcare entrepreneurship, digital marketing strategies, organizational management, and the unique challenges of marketing medical products and services. Graduates are prepared for careers in healthcare administration, medical device sales and marketing, healthcare consulting, startup ventures, or pursuing advanced business degrees with a healthcare focus.

### **Sample 4-Year Plan**

<b>FIRST YEAR</b>	<b>Credits</b>	<b>SECOND YEAR</b>	<b>Credits</b>
<b>1st Semester</b>		<b>3rd Semester</b>	
<b>ENGL 101</b>	3	ECOL 182R	3
<b>MATH 112</b>	3	PHYS 102/181	4
<b>BSM 101</b>	2	ACCT 250	3
<b>Gen Ed - Building Connections</b>	3	Gen Ed - Exploring Perspectives	3
<b>Second Language</b>	4	UNIV 101	1
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>14</b>
<b>2nd Semester</b>		<b>4th Semester</b>	
<b>ENGL 102</b>	3	PHYS 103/182	4
<b>CHEM 130</b>	4	PSIO 201	4
<b>MCB 181R &amp; L</b>	4	BSM 305	3
<b>Statistics (MATH 163/263)</b>	3	ECON 200	3
<b>Gen Ed - Exploring Perspectives</b>	3	Gen Ed - Exploring Perspectives	3
<b>Total</b>	<b>17</b>	<b>Total</b>	<b>17</b>

<b>THIRD YEAR</b>	<b>Credits</b>	<b>FOURTH YEAR</b>	<b>Credits</b>
<b>5th Semester</b>		<b>7th Semester</b>	
<b>PSIO 202</b>	4	Business Elective	3
<b>BSM 441</b>	3	Business Elective	3
<b>PHCL 386</b>	3	HSD 410	3
<b>BNAD 302</b>	3	General Elective	3
<b>Gen Ed - Exploring Perspectives</b>	3	General Elective	3
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>15</b>
<b>6th Semester</b>		<b>8th Semester</b>	
<b>BNAD 303</b>	3	Business Elective	3
<b>ENTR 481A</b>	2	Business Elective	3
<b>BSM 4** (Hands-on Experience)</b>	3	General Elective	3
<b>HSD 401</b>	3	General Elective	3
<b>Gen Ed - Building Connections</b>	3	UNIV 301	1
<b>Total</b>	<b>14</b>	<b>Total</b>	<b>13</b>

**Business Emphasis Electives (Choose 4 courses):**

- BNAD 301 Global Economics
- ENTR 448 Healthcare Entrepreneurship
- JOUR 480 Advanced Multimedia
- MGMT 438 Healthcare Organization
- ENTR 400 - Tech Ventures (3 units)
- MKTG 458 Health Care Marketing