

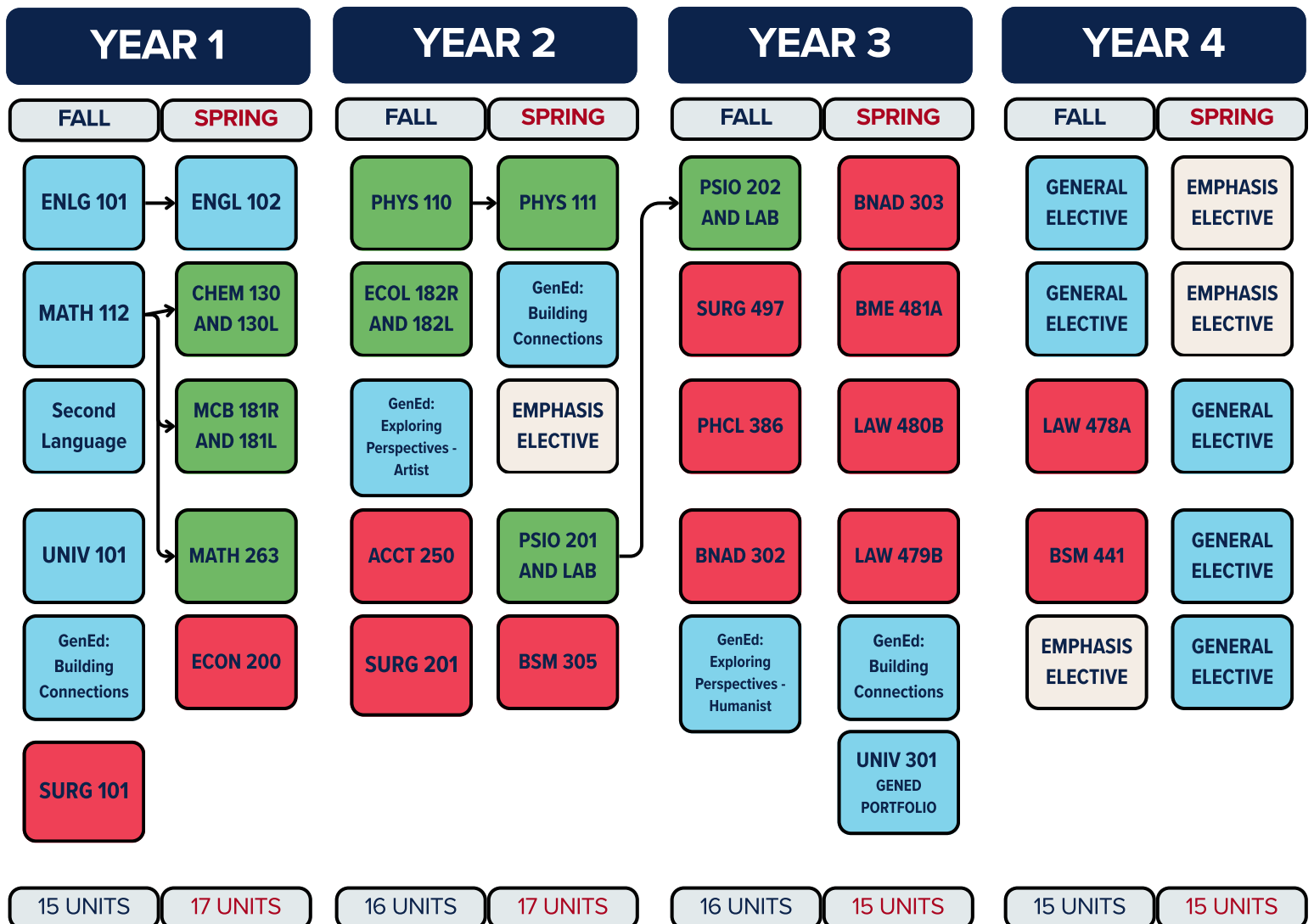
# MEDICAL DEVICE DEVELOPMENT AND APPLICATION

## Business & Marketing/Media

The Business and Marketing/Media emphasis centers on healthcare entrepreneurship and management, empowering students to develop the skills needed to lead and innovate in the medical technology and health sectors. It also covers digital marketing and communications, emphasizing how to effectively promote healthcare products and services in a rapidly evolving digital landscape. Additionally, students gain a deep understanding of brand management and consumer behavior, learning how to build trust, engage audiences, and shape perceptions within the healthcare market.

### Sample 4-Year Plan

FLOWCHART BELOW IS SUBJECT TO CHANGE AND FOR SAMPLE PURPOSES ONLY. PLEASE CONSULT WITH YOUR ADVISOR TO EXPLORE YOUR PERSONAL ACADEMIC NEEDS/SITUATION.



# Emphasis Electives

Course	Units	Notes
<a href="#"><u>BNAD 301 Global and Financial Economics and Strategies</u></a> or <a href="#"><u>BNAD 304 Survey of Finance</u></a>	2	
<a href="#"><u>ENTR 380 - Social Innovation Organizations</u></a>	3	
<a href="#"><u>ENTR 400 - Tech Ventures</u></a>	3	
<a href="#"><u>ENTR 406 - Principles of Entrepreneurship</u></a>	3	
<a href="#"><u>ENTR/MGMT 448 Healthcare Entrepreneurship</u></a>	3	
<a href="#"><u>ENTR 465 - Global Social Entrepreneurship</u></a>	2	
<a href="#"><u>MED 497 Research Development and Publishing</u></a>	3	
<a href="#"><u>MGMT 438 Healthcare Organization and Management</u></a>	3	
<a href="#"><u>MKTG 458 Health Care Marketing</u></a>	3	