

Syllabus for ABT 750 Biotechnology and Entrepreneurship

NOTE: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

Examines marketing case studies in diverse areas of biotechnology. Addresses marketing fundamentals and strategies, communicating value proposition strategy, ethical and regulatory concerns, startup strategies, pharmaceutical marketing, b2b marketing, salesforce development, branding, and promotion. Culminates with the creation of a marketing plan/analysis.

Prerequisite(s)

None.

Course Outcomes

Upon completing this course, you will be able to do the following:

- Apply fundamental concepts of marketing management
- Compare and Contrast marketing segmentation, innovation, pricing and positioning in the bio-technology industry and related marketing channels
- Evaluate decisions leading to successful and unsuccessful biotechnology products
- Utilize concepts related to collaborative and networked to market strategies
- Understand the legal, regulatory, medical industry, ethical and social trends which impact commercialization of biotechnology products
- Apply current data analytics and digital strategies to launch and monitor and manage performance new biotechnology products
- Synthesize marketing plan for biotechnology product

Course Requirements/Components

Exams (3)

Exam 1 (60 pts.) Exam 2 (75 pts.) Exam 3 (75 pts.) – 210 points

Consultation Memos (4)

Consultation Memos – (15 pts.) - 60 points

Discussions (4)

Topic Discussions (20 pts.) – 80 points

Case Studies (1)

Case Study – 50 points

Group Assignments (1)

Group Exercise- 30 points

Marketing Plan (1)

Marketing Plan (100 pts.) and Presentation (100 pts.) – 200 points

Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade: (examples below)

Grade	Percentage Range
A	93% - 100%
A-	90% - 92.99%
B+	86% - 89.99%
B	83% - 85.99%
B-	79% - 82.99%
C+	75% - 78.99%
C	70% - 74.99%
C-	67% - 69.99%
F	0 – 66.99%

Assignment	Points
Exams: 3	210
Consultation Memos: 4	60
Discussions: 4	80
Case Studies: 1	50
Group Assignments: 1	30
Marketing Plan: 1	200
Total Points	630