

## COURSE CONTENT

### (1) GENERAL INFO

<b>SCHOOL</b>	ENGINEERING		
<b>DEPARTMENT</b>	BIOMEDICAL ENGINEERING		
<b>MSc PROGRAM</b>	BIOMEDICAL ENGINEERING AND TECHNOLOGY		
<b>STUDY LEVEL</b>	POSTGRADUATE, MSc		
<b>COURSE CODE</b>	<b>BMET107</b>	<b>SEMESTER</b>	<b>A</b>
<b>COURSE TITLE</b>	Biomedical Marketing		
<b>TEACHING</b>		<b>HOURS</b>	<b>ECTS</b>
	LECTURES	26	5
<b>COURSE TYPE</b>	SPECIALIZATION		
<b>COURSE REIUREMENTS:</b>	-		
<b>TEACHING AND EXAMINATION LANGUAGE:</b>	ENGLISH		
<b>IS THIS COURSE OFFER TO ERASMUS STUDENTS</b>	YES (IN ENGLISH)		
<b>COURSE WEBPAGE (URL)</b>	<a href="https://eclass.uniwa.gr/courses/BET101/">https://eclass.uniwa.gr/courses/BET101/</a>		

### (2) LEARNING OUTCOMES

Learning outcomes
<p><b>Course Objectives:</b> The purpose of this course is to provide students with a comprehensive understanding of the fundamentals of marketing, focusing particularly on their application to the biomedical field. Through examination of the various aspects of market research, innovation, technology transfer, and marketing plan development, students are expected to gain specific knowledge that will enable them to operate successfully in the modern biomedical sector.</p> <p><b>Learning Outcomes:</b> By the end of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic concepts and principles of marketing and their application in the biomedical sector,</li> <li>2. Apply market research methods, including secondary source analysis, to make marketing decisions,</li> <li>3. Understand the process of creating and developing biomedical products and services,</li> <li>4. Judge the importance of innovation in the biomedical industry and its application to marketing strategies,</li> <li>5. Understand the role of technology transfer as a key component of technology marketing,</li> <li>6. Understand the life cycle of a biomedical product or service and the challenges it faces during its life cycle,</li> <li>7. Identify the characteristics of biomedical markets, including size, sectors, and barriers,</li> <li>8. Develop a marketing plan for biomedical products or services,</li> <li>9. Understand the importance and strategies of digital marketing in the biomedical sector.</li> </ol> <p><b>Achievement of Course Objectives and Learning Outcomes:</b> To achieve the above, the course will provide students with a systematic introduction to the basic concepts of marketing, with a focus on the biomedical sector, through lectures, examples and discussions. Lectures will incorporate discussions and seminars with industry professionals.</p>
General abilities
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, using the necessary technologies</li> <li>• Adaptation to new situations</li> <li>• Decision-making</li> </ul>

- Autonomous work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment

### (3) COURSE CONTENT

#### "Introduction"

Understanding the basic principles and fundamentals of marketing. Analysis of key concepts, strategies and the most important principles that define the field of marketing.

#### "Market Research in Marketing"

Methods of market research in marketing, including field research and secondary sources of information.

#### "Biomedical Product/Service Creation/Development Process"

Process of creating and developing biomedical products and services. The steps from concept to commercialization are covered, with emphasis on the specificities of the biomedical sector.

#### "Innovation in the Biomedical Industry"

The importance of innovation in the biomedical industry and how companies can apply innovative ideas to improve their products and services is presented.

#### "Technology Transfer as a Key Ingredient of Technology Marketing"

Examines the role of technology transfer in technology marketing and how it relates to innovation and value creation. The key components that make up the technology transfer process and how they apply to marketing in the biomedical sector are analyzed.

#### "Life Cycle of a Biomedical Product/Service"

The life cycle of a biomedical product or service is considered, including the stages of development, market introduction, mature phase and withdrawal.

#### "Biomedical Markets (Size, Sectors, Barriers)"

#### "Developing a Marketing Plan"

The basic principles and steps required to develop an effective marketing plan in the biomedical sector are presented.

#### "Digital Marketing"

Examines the role of digital marketing in the biomedical sector, covering the strategies and tools available to promote and develop products and services.

### (4) TEACHING AND LEARNING METHODS - EXAMINATIONS

<b>COURSE DELIVERY</b>	Physical presence, face to face at the auditorium	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	The course involves the use of a projector for presenting fundamental concepts and is supplemented by the use of the blackboard at the auditorium.	
<b>TEACHING ORGANIZATION</b>	<b>Activity</b>	<b>Semester workload</b>
	Teaching / lectures	26
	Lecture material study	30
	Unsupervised literature review and preparation of the final project	69
	<b>Total</b>	<b>125</b>

<b>STUNDET EVALUATION</b>	Final examination with multiple-choice, short-answer and problem-solving questions, and/or individual written work and presentation
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## **(5) SUGGESTED LITERATURE**

### **Books, scientific articles and related scientific resources:**

- [1] Shreefal S. Mehta, Commercializing Successful Biomedical Technologies, Cambridge University Press, 2008.
- [2] Jen-Shih Lee, Biomedical Engineering Entrepreneurship, World Scientific, 2010.
- [3] Karl Moore, Niketh Pareek, Marketing the basics, Taylor Francis, 2006.

### **Scientific journals:**

- [1] Journal of Medical Marketing, <https://journals.sagepub.com/home/mmj>
- [2] Journal of Marketing, <https://www.jstor.org/journal/jmarketing>