

Republic of Yemen

Ministry of Higher Education & Scientific Research
Council of Academic Accreditation & Quality

Assurance of Higher Education (CAQA)



21 September University for medical and Applied Science



Faculty of Engineering and Computer
Department of Biomedical Engineering
Program of Biomedical Engineering

Course Specification of
Principles of Marketing for Medical Devices and Supplies
Course Code. (07.12.724)

2024



T4: This Template is Developed and Approved by CAQA-Yemen, 2023

| Prepared by: | Reviewed by: | Head of the Department: | Quality Unit: | Dean: |
|-------------------------|--------------|-------------------------|-------------------------|-----------------------|
| Dr. Mohammed Al-Shamahi | Dr. ---- | Dr. Awadh Al-Kubati | Dr. Mohammed Al-shamahi | Dr. Abdulrahman Obaid |

I. General Information:

| | | | | | | |
|-----|--|--|----------------------|-------------------|-------------------------|----------|
| 1. | Course Title: | Principles of Marketing for Medical Devices and Supplies | | | | |
| 2. | Course Code: | 07.12.724 | | | | |
| 3. | Credit Hours: | Credit Hours | Theory Contact Hours | | Practical Contact Hours | |
| | | | Lecture | Tutorial /Seminar | Lab | Clinical |
| | | 2 | 2 | -- | -- | -- |
| 4. | Level/ Semester at which this Course is offered: | 3 rd Level / 2 nd Semester | | | | |
| 5. | Pre –Requisite (if any): | Total Quality Management | | | | |
| 6. | Co –Requisite (if any): | N/A | | | | |
| 7. | Program (s) in which the Course is Offered: | Bachelor of Biomedical Engineering | | | | |
| 8. | Language of Teaching the Course: | English/Arabic | | | | |
| 9. | Location of Teaching the Course: | Faculty of Medical Technology | | | | |
| 10. | Prepared by: | Dr. Mohammed Al-Shamahi | | | | |
| 11 | Date and Number of Approval by Council: | | | | | |

II. Course Description:

This course provides an in-depth exploration of marketing principles as they pertain to the medical devices and supplies industry. Students will learn about the unique challenges and opportunities in this sector, including regulatory considerations, market dynamics, and effective strategies for reaching healthcare professionals and patients.

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| III. Course Intended Learning Outcomes (CILOs) : Upon successful completion of the course, students will be able to: | | Referenced PILOs | | |
|--|---|-------------------|----|---|
| A. Knowledge and Understanding: | | I, P or M/A | | |
| a1 | Understand and apply regulatory frameworks affecting marketing practices. | I | A4 | Understand an examples of a biomedical engineering technology concept and methods related to maintenance, measurement techniques, programming, creative engineering solutions, analytical skills, applied to healthcare quality and problems of medical devices issues. |
| B. Intellectual Skills: | | | | |
| b1 | Utilize digital marketing techniques to enhance outreach and engagement. | P | B4 | Use the basic science, mathematical theories, engineering principles to analyze the problems of devices and/or processes relevant to biomedical engineering fields. |
| b2 | Analyze market trends and identify key stakeholders in the medical devices and supplies sector. | P | B2 | Analyze the impacts of problems related to the Biomedical equipments and its solution principles in a creative manner by using a systematic and analytical thinking methods. |
| C. Professional and Practical Skills: | | | | |
| c1 | Create comprehensive marketing plans tailored to medical devices and supplies. | P | C1 | Relate integrally knowledge of life science, biomedical engineering technology practice concepts, principles of engineering and techniques evaluation to solve problems relevant to biomedical engineering. |

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|---|--|-----|----|---|
| c2 | Evaluate the effectiveness of marketing campaigns through data analysis. | P | C2 | Evaluate an engineering technique, modern analytical tools and required computer programs to analyzing and solve the problems of medical devices. |
| c3 | Develop and implement effective product positioning strategies. | M | C3 | Develop an engineering approach, engineering equipment, instruments to maintenance and conduct experiments, and present results in the biomedical engineering practice. |
| D. Transferable Skills: | | | | |
| d1 | Collaborate effectively in interdisciplinary teams to create comprehensive marketing plans tailored to medical devices and supplies. | M/A | D1 | Function effectively as an individual, team member, or leader in activities relevant to biomedical engineering, and collaborating to achieve a shared objective. |
| I= Introduced, P=Practiced or M/A= Mastered/Advanced | | | | |

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|--|---|--|---|
| (A) Alignment of Course Intended Learning Outcomes (Knowledge and Understanding) to Teaching Strategies and Assessment Methods: | | | |
| | Course Intended Learning Outcomes | Teaching Strategies | Assessment Strategies |
| a1 | Understand and apply regulatory frameworks affecting marketing practices. | <ul style="list-style-type: none"> - Interactive lectures - Discussions - Self-learning | <ul style="list-style-type: none"> - Final theoretical exam - Quizzes - Midterm theoretical exam |
| (B) Alignment of Course Intended Learning Outcomes (Intellectual Skills) to Teaching Strategies and Assessment Methods: | | | |
| | Course Intended Learning Outcomes | Teaching Strategies | Assessment Strategies |
| b1 | Utilize digital marketing | <ul style="list-style-type: none"> - Interactive lectures | <ul style="list-style-type: none"> - Final theoretical |

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| | techniques to enhance outreach and engagement. | | exam |
| b2 | Analyze market trends and identify key stakeholders in the medical devices and supplies sector. | <ul style="list-style-type: none"> - Case studies - Discussions - Self-learning | <ul style="list-style-type: none"> - Quizzes - Midterm theoretical exam - Assignments assessment |
| (C) Alignment of Course Intended Learning Outcomes (Professional and Practical Skills) to Teaching Strategies and Assessment Methods: | | | |
| | Course Intended Learning Outcomes | Teaching Strategies | Assessment Strategies |
| c1 | Create comprehensive marketing plans tailored to medical devices and supplies. | <ul style="list-style-type: none"> - Interactive lectures - Case studies - Discussions - Self-learning | <ul style="list-style-type: none"> - Assignments assessments - Final practical exam |
| c2 | Evaluate the effectiveness of marketing campaigns through data analysis. | | |
| c3 | Develop and implement effective product positioning strategies. | | |
| (D) Alignment of Course Intended Learning Outcomes (Transferable Skills) to Teaching Strategies and Assessment Methods: | | | |
| | Course Intended Learning Outcomes | Teaching Strategies | Assessment Strategies |
| d1 | Collaborate effectively in interdisciplinary teams to create comprehensive marketing plans tailored to medical devices and supplies. | <ul style="list-style-type: none"> - Team-based presentation - Group discussions | <ul style="list-style-type: none"> - Assignments assessments |

IV. Course Contents:

A. Theoretical Aspect:

| | | | | |
|-------------------------|--------------|-------------------------|-------------------------|-----------------------|
| Prepared by: | Reviewed by: | Head of the Department: | Quality Unit: | Dean: |
| Dr. Mohammed Al-Shamahi | Dr. ---- | Dr. Awadh Al-Kubati | Dr. Mohammed Al-shamahi | Dr. Abdulrahman Obaid |

| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours | Learning Outcomes (CILOs) |
|-----|--|--|-----------------|---------------|---------------------------|
| 1 | Introduction to Medical Device Marketing | <ul style="list-style-type: none"> Overview of the medical device industry Key stakeholders: manufacturers, healthcare providers, and patients | 1 st | 2 | - |
| 2 | Market Analysis and Segmentation | <ul style="list-style-type: none"> Identifying target markets Analyzing industry trends and competitive landscapes | 2 nd | 2 | a1, b1 |
| 3 | Regulatory Environment | <ul style="list-style-type: none"> Overview of FDA regulations Marketing compliance and ethical considerations | 3 ^{ed} | 2 | a1, b1 |
| 4 | Product Positioning and Branding | <ul style="list-style-type: none"> Developing unique selling propositions (USPs) Strategies for effective brand management | 4 th | 2 | a1, b1, c1 |
| 5 | Sales and Distribution Strategies | <ul style="list-style-type: none"> Direct sales vs. distribution channels Building relationships with healthcare professionals | 5 th | 2 | a1, b1, b2 |
| 6 | Digital Marketing in Healthcare | <ul style="list-style-type: none"> Social media strategies for medical devices Content marketing and online engagement | 6 th | 2 | a1, b1, b2, c1 |
| 7 | Mid-Term Theoretical Exam | <ul style="list-style-type: none"> All previous topics | 7 th | 2 | a1, b1, b2 |
| 8 | Marketing Communications | <ul style="list-style-type: none"> Crafting compelling messages Utilizing multimedia tools for outreach | 8 th | 2 | b1, b2, c1 |
| 9 | Measuring | <ul style="list-style-type: none"> Key performance indicators | 9 th | 2 | b2, c1, |

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| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours | Learning Outcomes (CILOs) |
|--------|--|---|--------------------|---------------|---------------------------|
| | Marketing Effectiveness | (KPIs) – Analyzing campaign data and adjusting strategies | | | c2 |
| 10 | Customer Relationship Management (CRM) in Healthcare | – Understanding the importance of building long-term relationships with healthcare providers and patients. – Tools and strategies for effective CRM in the medical device industry. | 10 th | 2 | b2, c1, c2, c3 |
| 11 | Emerging Trends in Medical Technology | – Analyzing the impact of technological advancements, such as telemedicine and wearable devices, on marketing strategies. – Identifying opportunities for innovation in product development and marketing. | 11 th | 2 | b1, b2, c2, c3 |
| 12 | Global Marketing Strategies for Medical Devices | – Navigating international markets and understanding cultural differences in healthcare marketing. – Regulatory considerations and market entry strategies for global expansion. | 12 th | 2 | b1, b2, c2, c3, d1 |
| 13 | Ethics and Social Responsibility in Medical Device Marketing | – Exploring ethical dilemmas and responsibilities in marketing medical devices. – Strategies for promoting transparency and trust in marketing communications. | 13 th | 2 | b1, c2, c3, d1 |
| 14, 15 | Case Study | – Student's presentations. | 14 th , | 4 | b2, c2, c3 |

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| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours | Learning Outcomes (CILOs) |
|---|------------------------|-----------------|------------------|---------------|---------------------------|
| | Presentation | | 15 th | | |
| 16 | Final Theoretical Exam | – All topics. | 16 th | 2 | a1, b1, b2, c1 c2 |
| Number of Weeks /and Units Per Semester | | | 16 | 32 | |

B. Practical Aspect (Lab/Clinical) (if any):

| No. | Tasks/ Experiments | Number of Weeks | Contact Hours | Learning Outcomes (CILOs) |
|---|--------------------|-----------------|---------------|---------------------------|
| 1 | None | | | |
| 2 | | | | |
| 3 | | | | |
| Number of Weeks /and Units Per Semester | | 14 | 28 | |

C. Tutorial Aspect (if any):

| No. | Tutorial | Number of Weeks | Contact Hours | Learning Outcomes (CILOs) |
|---|----------|-----------------|---------------|---------------------------|
| 1 | None | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| Number of Weeks /and Units Per Semester | | | | |

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VII. Assignments:

| No. | Assignments | Week Due | Mark | Aligned CILOs (symbols) |
|-------|--|----------|------|-------------------------|
| 1 | Assignment 1: Market Analysis and Segmentation Discussion; case study assignment | Week 8 | 3 | a1, b1, c2 |
| 2 | Assignment 2: Product Positioning and Branding (Group work on positioning strategies) | Week 12 | 3 | b2, c1, d1 |
| 3 | Assignment 3: Measuring Marketing Effectiveness (Data analysis workshop; review session) | Week 13 | 4 | c1, c2, c3, d1 |
| Total | | | 10 | |

VIII. Schedule of Assessment Tasks for Students During the Semester:

| No. | Assessment Method | Week Due | Mark | Proportion of Final Assessment | Aligned Course Learning Outcomes |
|-------|---------------------------|-------------------------|------|--------------------------------|----------------------------------|
| 1 | Assignments & Quizzes | Weeks 8, 12, 13, 14, 15 | 10 | 10% | a1- d1 |
| 2 | Mid-Term Theoretical Exam | Week 7 | 20 | 20% | a1, b1, b2 |
| 3 | Final Theoretical Exam | Week 16 | 70 | 70% | a1, a2, a3, b1, b2, b3 |
| Total | | | 100% | 100% | - |

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IX. Learning Resources:

1- Required Textbook(s) (maximum two):

1. Kakhber Djakeli, "Modern Healthcare Marketing in the Digital Era", IGI Global, 2024

2- Essential References:

1. Leigh Cellucci; Carla Wiggins; Tracy J. Farnsworth, "Healthcare Marketing: A Case Study Approach", Health Administration Press, 2013.
2. Colin Gilligan, Robin Lowe, Marketing and Healthcare Organizations, CRC Press, 2016.

3- Electronic Materials and Web Sites etc.:

Websites:

1. <https://www.mmm-online.com/>
2. <https://www.coursera.org/>

Journals:

1. Journal of Medical Marketing.
2. Health Marketing Quarterly.

Other Web Sources:

3. <https://www.researchgate.net/>
4. <https://scholar.google.com/>

X. Course Policies: (Based on the Uniform Students' By law (2007))

| | |
|---|---|
| 1 | Class Attendance: Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes. |
| 2 | Tardiness: A student will be considered late if he/she is not in class after 10 minutes of the start time of class. |
| 3 | Exam Attendance/Punctuality: No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not leave the hall before half of the exam time has passed. |
| 4 | Assignments & Projects: Assignments and projects must be submitted on time. Students who delay their assignments or projects shall lose the mark allocated for the same. |
| 5 | Cheating: Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the penalties stipulated for in the |

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| | Uniform Students' Bylaw (2007) shall apply. |
| 6 | Forgery and Impersonation: Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the penalties stipulated for in the Uniform Students' Bylaw (2007) shall apply. |
| 7 | Other policies: The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration. |

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Faculty of Medical Technology

Department of Biomedical Engineering

Program of Biomedical Engineering

Course Plan (Syllabus) of Principles of Marketing for Medical Devices and Supplies Course Code. (07.12.724)

| I. Information about Faculty Member Responsible for the Course: | | | | | | | |
|---|--|--------------|-----|-----|-----|-----|-----|
| Name of Faculty Member: | | Office Hours | | | | | |
| Location & Telephone No.: | | | | | | | |
| E-mail: | | SAT | SUN | MON | TUE | WED | THU |

2024/2025

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II. Course Identification and General Information:

| | | | | | | |
|-----|--|--|----------------------|-------------------|-------------------------|----------|
| 11. | Course Title: | Principles of Marketing for Medical Devices and Supplies | | | | |
| 12. | Course Code: | 07.12.724 | | | | |
| 13. | Credit Hours: | Credit Hours | Theory Contact Hours | | Practical Contact Hours | |
| | | | Lecture | Tutorial /Seminar | Lab | Clinical |
| | | 2 | 2 | -- | -- | -- |
| 14. | Level/ Semester at which this Course is offered: | 3rd Level / 2nd Semester | | | | |
| 15. | Pre –Requisite (if any): | Total Quality Management | | | | |
| 16. | Co –Requisite (if any): | N/A | | | | |
| 17. | Program (s) in which the Course is Offered: | Bachelor of Biomedical Engineering | | | | |
| 18. | Language of Teaching the Course: | English/Arabic | | | | |
| 19. | Location of Teaching the Course: | Faculty of Medical Technology | | | | |
| 20. | Prepared by: | Dr. Mohammed Al-Shamahi | | | | |
| 11 | Date and Number of Approval by Council: | | | | | |

III. Course Description:

This course provides an in-depth exploration of marketing principles as they pertain to the medical devices and supplies industry. Students will learn about the unique challenges and opportunities in this sector, including regulatory considerations,

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market dynamics, and effective strategies for reaching healthcare professionals and patients.

IV. Course Intended Learning Outcomes (CILOs) :

Upon successful completion of the Course, student will be able to:

| | |
|---------------------------------|---|
| A. Knowledge and Understanding: | |
| a1 | Understand and apply regulatory frameworks affecting marketing practices. |
| B. Intellectual Skills: | |

| | |
|---|---|
| A. Knowledge and Understanding: | |
| a1 | Understand and apply regulatory frameworks affecting marketing practices. |
| | |
| B · I n t e l l e c t u a l S k i l l s : | |

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| b1 | Utilize digital marketing techniques to enhance outreach and engagement. |
| b2 | Analyze market trends and identify key stakeholders in the medical devices and supplies sector. |
| C. Professional and Practical Skills: | |
| c1 | Create comprehensive marketing plans tailored to medical devices and supplies. |
| c2 | Evaluate the effectiveness of marketing campaigns through data analysis. |
| c3 | Develop and implement effective product positioning strategies. |
| D · T r a n s f e r a b l e S k i l l s : | |
| d1 | Collaborate effectively in interdisciplinary teams to create comprehensive marketing plans tailored to medical devices and supplies. |
| I= Introduced, P=Practiced or M/A= Mastered/Advanced | |

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A. Knowledge and Understanding:

a1

Understand and apply regulatory frameworks affecting marketing practices.

V. Course Contents:

A. Theoretical Aspect:

| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|-----|--|--|-----------------|---------------|
| 1 | Introduction to Medical Device Marketing | <ul style="list-style-type: none"> Overview of the medical device industry Key stakeholders: manufacturers, healthcare providers, and patients | 1 st | 2 |
| 2 | Market Analysis and Segmentation | <ul style="list-style-type: none"> Identifying target markets Analyzing industry trends and competitive landscapes | 2 nd | 2 |
| 3 | Regulatory Environment | <ul style="list-style-type: none"> Overview of FDA regulations Marketing compliance and ethical considerations | 3 ^{ed} | 2 |
| 4 | Product Positioning and Branding | <ul style="list-style-type: none"> Developing unique selling propositions (USPs) Strategies for effective brand management | 4 th | 2 |
| 5 | Sales and Distribution Strategies | <ul style="list-style-type: none"> Direct sales vs. distribution channels Building relationships with healthcare professionals | 5 th | 2 |
| 6 | Digital Marketing in Healthcare | <ul style="list-style-type: none"> Social media strategies for medical devices Content marketing and online engagement | 6 th | 2 |
| 7 | Mid-Term Theoretical | <ul style="list-style-type: none"> All previous topics | 7 th | 2 |

Prepared by:

Dr.
Mohammed
Al-Shamahi

Reviewed by:

Dr. ----

Head of the
Department:

Dr. Awadh Al-Kubati

Quality Unit:

Dr. Mohammed
Al-shamahi

Dean:

Dr. Abdulrahman
Obaid

| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|-----|--|---|------------------|---------------|
| | Exam | | | |
| 8 | Marketing Communications | <ul style="list-style-type: none"> – Crafting compelling messages – Utilizing multimedia tools for outreach | 8 th | 2 |
| 9 | Measuring Marketing Effectiveness | <ul style="list-style-type: none"> – Key performance indicators (KPIs) – Analyzing campaign data and adjusting strategies | 9 th | 2 |
| 10 | Customer Relationship Management (CRM) in Healthcare | <ul style="list-style-type: none"> – Understanding the importance of building long-term relationships with healthcare providers and patients. – Tools and strategies for effective CRM in the medical device industry. | 10 th | 2 |
| 11 | Emerging Trends in Medical Technology | <ul style="list-style-type: none"> – Analyzing the impact of technological advancements, such as telemedicine and wearable devices, on marketing strategies. – Identifying opportunities for innovation in product development and marketing. | 11 th | 2 |
| 12 | Global Marketing Strategies for Medical Devices | <ul style="list-style-type: none"> – Navigating international markets and understanding cultural differences in healthcare marketing. – Regulatory considerations and market entry strategies for global expansion. | 12 th | 2 |
| 13 | Ethics and Social Responsibility in Medical Device Marketing | <ul style="list-style-type: none"> – Exploring ethical dilemmas and responsibilities in marketing medical devices. – Strategies for promoting transparency and trust in marketing communications. | 13 th | 2 |

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| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|---|-------------------------|----------------------------|--|---------------|
| 14, 15 | Case Study Presentation | – Student's presentations. | 14 th , 15 th | 4 |
| 16 | Final Theoretical Exam | – All topics. | 16 th | 2 |
| Number of Weeks /and Units Per Semester | | | 16 | 32 |

| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|-----|--|--|-----------------|---------------|
| 1 | Introduction to Medical Device Marketing | – Overview of the medical device industry – Key stakeholders: manufacturers, healthcare providers, and patients | 1 st | 2 |
| 2 | Market Analysis and Segmentation | – Identifying target markets – Analyzing industry trends and competitive landscapes | 2 nd | 2 |
| 3 | Regulatory Environment | – Overview of FDA regulations – Marketing compliance and ethical considerations | 3 ^{ed} | 2 |
| 4 | Product Positioning and Branding | – Developing unique selling propositions (USPs) – Strategies for effective brand management | 4 th | 2 |
| 5 | Sales and Distribution Strategies | – Direct sales vs. distribution channels – Building relationships with healthcare professionals | 5 th | 2 |
| 6 | Digital Marketing in Healthcare | – Social media strategies for medical devices – Content marketing and online engagement | 6 th | 2 |

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| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|-----|--|---|------------------|---------------|
| 7 | Mid-Term Theoretical Exam | – All previous topics | 7 th | 2 |
| 8 | Marketing Communications | – Crafting compelling messages – Utilizing multimedia tools for outreach | 8 th | 2 |
| 9 | Measuring Marketing Effectiveness | – Key performance indicators (KPIs) – Analyzing campaign data and adjusting strategies | 9 th | 2 |
| 10 | Customer Relationship Management (CRM) in Healthcare | – Understanding the importance of building long-term relationships with healthcare providers and patients. – Tools and strategies for effective CRM in the medical device industry. | 10 th | 2 |
| 11 | Emerging Trends in Medical Technology | – Analyzing the impact of technological advancements, such as telemedicine and wearable devices, on marketing strategies. – Identifying opportunities for innovation in product development and marketing. | 11 th | 2 |
| 12 | Global Marketing Strategies for Medical Devices | – Navigating international markets and understanding cultural differences in healthcare marketing. – Regulatory considerations and market entry strategies for global expansion. | 12 th | 2 |
| 13 | Ethics and Social Responsibility in Medical Device Marketing | – Exploring ethical dilemmas and responsibilities in marketing medical devices. | 13 th | 2 |

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| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|---|-------------------------|--|--|---------------|
| | | – Strategies for promoting transparency and trust in marketing communications. | | |
| 14, 15 | Case Study Presentation | – Student's presentations. | 14 th , 15 th | 4 |
| 16 | Final Theoretical Exam | – All topics. | 16 th | 2 |
| Number of Weeks /and Units Per Semester | | | 16 | 32 |

| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|-----|--|--|-----------------|---------------|
| 1 | Introduction to Medical Device Marketing | – Overview of the medical device industry – Key stakeholders: manufacturers, healthcare providers, and patients | 1 st | 2 |
| 2 | Market Analysis and Segmentation | – Identifying target markets – Analyzing industry trends and competitive landscapes | 2 nd | 2 |
| 3 | Regulatory Environment | – Overview of FDA regulations – Marketing compliance and ethical considerations | 3 ^{ed} | 2 |
| 4 | Product Positioning and Branding | – Developing unique selling propositions (USPs) – Strategies for effective brand management | 4 th | 2 |
| 5 | Sales and Distribution Strategies | – Direct sales vs. distribution channels – Building relationships with healthcare professionals | 5 th | 2 |
| 6 | Digital Marketing in Healthcare | – Social media strategies for medical devices | 6 th | 2 |

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| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|-----|---|---|------------------|---------------|
| | | – Content marketing and online engagement | | |
| 7 | Mid-Term Theoretical Exam | – All previous topics | 7 th | 2 |
| 8 | Marketing Communications | – Crafting compelling messages – Utilizing multimedia tools for outreach | 8 th | 2 |
| 9 | Measuring Marketing Effectiveness | – Key performance indicators (KPIs) – Analyzing campaign data and adjusting strategies | 9 th | 2 |
| 10 | Customer Relationship Management (CRM) in Healthcare | – Understanding the importance of building long-term relationships with healthcare providers and patients. – Tools and strategies for effective CRM in the medical device industry. | 10 th | 2 |
| 11 | Emerging Trends in Medical Technology | – Analyzing the impact of technological advancements, such as telemedicine and wearable devices, on marketing strategies. – Identifying opportunities for innovation in product development and marketing. | 11 th | 2 |
| 12 | Global Marketing Strategies for Medical Devices | – Navigating international markets and understanding cultural differences in healthcare marketing. – Regulatory considerations and market entry strategies for global expansion. | 12 th | 2 |
| 13 | Ethics and Social | – Exploring ethical dilemmas and | 13 th | 2 |

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| No. | Units/Topics List | Sub Topics List | Number of Weeks | Contact Hours |
|---|--|--|--|---------------|
| | Responsibility in Medical Device Marketing | responsibilities in marketing medical devices. – Strategies for promoting transparency and trust in marketing communications. | | |
| 14, 15 | Case Study Presentation | – Student's presentations. | 14 th , 15 th | 4 |
| 16 | Final Theoretical Exam | – All topics. | 16 th | 2 |
| Number of Weeks /and Units Per Semester | | | 16 | 32 |

B. Case Studies and Practical Aspect:

| No. | Tasks/ Experiments | Number of Weeks | Contact Hours |
|---|--------------------|-----------------|---------------|
| 1 | None | | |
| 2 | | | |
| 3 | | | |
| Number of Weeks /and Units Per Semester | | 14 | 28 |

| No. | Tasks/ Experiments | Number of Weeks | Contact Hours |
|---|--------------------|-----------------|---------------|
| 1 | None | | |
| 2 | | | |
| 3 | | | |
| Number of Weeks /and Units Per Semester | | 14 | 28 |

| No. | Tasks/ Experiments | Number of Weeks | Contact Hours |
|-----|--------------------|-----------------|---------------|
| | | | |

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| No. | Tasks/ Experiments | Number of Weeks | Contact Hours |
|---|--------------------|-----------------|---------------|
| 1 | None | | |
| 2 | | | |
| 3 | | | |
| Number of Weeks /and Units Per Semester | | 14 | 28 |

C. Tutorial Aspect:

| No. | Tutorial | Number of Weeks | Contact Hours |
|---|----------|-----------------|---------------|
| 1 | None | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| Number of Weeks /and Units Per Semester | | | |

VI. Teaching Strategies of the Course:

- Interactive lectures
- Case studies
- Discussions
- Self-learning
- Team-based presentation
- Group discussions

VII. Assessment Methods of the Course:

- Final theoretical exam
- Quizzes

| | | | | |
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- Midterm theoretical exam
- Assignments assessment

VIII. Assignments:

| No. | Assignments | Week Due | Mark | Aligned CILOs (symbols) |
|-------|--|----------|------|-------------------------|
| 1 | Assignment 1: Market Analysis and Segmentation Discussion; case study assignment | Week 8 | 3 | a1, b1, c2 |
| 2 | Assignment 2: Product Positioning and Branding (Group work on positioning strategies) | Week 12 | 3 | b2, c1, d1 |
| 3 | Assignment 3: Measuring Marketing Effectiveness (Data analysis workshop; review session) | Week 13 | 4 | c1, c2, c3, d1 |
| Total | | | 10 | |

IX. Schedule of Assessment Tasks for Students During the Semester:

| | | | | |
|-------------------------|--------------|-------------------------|-------------------------|-----------------------|
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| No. | Assessment Method | Week Due | Mark | Proportion of Final Assessment | Aligned Courses Learning Outcomes |
|-----|---------------------------|-------------------------|------|--------------------------------|-----------------------------------|
| 1 | Assignments & Quizzes | Weeks 8, 12, 13, 14, 15 | 10 | 10% | a1, d1 |
| 2 | Mid-Term Theoretical Exam | Week 7 | 20 | 20% | a1, b1, b2 |
| 3 | Final Theoretical Exam | Week 16 | 70 | 70% | a1, a |

| | | | | |
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| No. | Assessment Method | Week Due | Mark | Proportion of Final Assessment | Aligned Courses Learning Outcomes |
|--------------|-------------------|----------|--------------|--------------------------------|---|
| | | | | | 2 , a 3 , b 1 , b 2 , b 3 |
| Total | | | 100 % | 100% | - |

| | | | | |
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X. Learning Resources:

- 1- Required Textbook(s) (maximum two):

Kakhaber Djakeli, "Modern Healthcare Marketing in the Digital Era", IGI Global, 2024

- 2- Essential References:

Leigh Cellucci; Carla Wiggins; Tracy J. Farnsworth, "Healthcare Marketing: A Case Study Approach", Health Administration Press, 2013.

3. Colin Gilligan, Robin Lowe, Marketing and Healthcare Organizations, CRC Press, 2016.

- 3- Electronic Materials and Web Sites etc.:

Websites:

<https://www.mmm-online.com/>

<https://www.coursera.org/>

Journals:

3. Journal of Medical Marketing.
4. Health Marketing Quarterly.

Other Web Sources:

5. <https://www.researchgate.net/>
6. <https://scholar.google.com/>

XI. Course Policies: (Based on the Uniform Students' Bylaw (2007))

X. Course Policies: (Based on the Uniform Students' By law (2007))

| | |
|---|---|
| 1 | Class Attendance: Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes. |
| 2 | Tardiness: A student will be considered late if he/she is not in class after 10 minutes of the start time of class. |
| 3 | Exam Attendance/Punctuality: No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not leave the hall before half of the exam time has passed. |
| 4 | Assignments & Projects: Assignments and projects must be submitted on time. Students who delay their assignments or projects shall lose the mark allocated for the same. |
| 5 | Cheating: |

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| | |
|---|--|
| | Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the penalties stipulated for in the Uniform Students' Bylaw (2007) shall apply. |
| 6 | Forgery and Impersonation: Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the penalties stipulated for in the Uniform Students' Bylaw (2007) shall apply. |
| 7 | Other policies: The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration. |

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