PARTNER PROPOSITION POSITIONING AND PILLARS

UAB The University of Alabama at Birmingham

Umbrella positioning: Your Destination for Research and Innovation

Connecting themes: Affordability, Student Outcomes and ROI

PILLAR ONE Healthcare

Components

- Programs: MPH, AI in Medicine, Healthcare Innovation, Biotech, Biomedical Sciences, Nursing, Health Administration

Assets

- MS in Multidisciplinary Biomedical Sciences flyer
- MS in Healthcare Innovation flyer
- BS in Nursing flyer
- Health sciences flyer
- MPH flyer
- Paul from Thailand – Kinesiology testimonial
- Ebi from Nigeria – Biomedical Science
- AI in Medicine & Healthcare Innovation video [NEW!]

PILLAR TWO Entrepreneurship

Components

- Resources: Institute for Innovation and Entrepreneurship, The Green and Gold Fund (investment portfolio), The Blazer Hatchery and Hackathon (competition), iLab at Innovation Depot (for students who want to start their own company)

Assets

- Innovation and Entrepreneurship page on microsite
- MBA flyer (quote from Patrick featured)
- Entrepreneurship video Dr. Patrick Murphy video

PILLAR THREE Research and Hands On learning

Components

- Undergrad and grad research
- Grad Research Assistantships
- Subject specific research
- Internships
- Be Ready

Assets

- B-Ready flyer and web page on microsite
- Bioinformatics Fellowship flyer
- Viewbook – Pages 4 & 6 feature testimonials that demonstrate UAB's strength in subject-specific research

Affordability, student outcomes and ROI, location, or a combination of multiple pillars

- Ishwar from India – MBA, healthcare, hands-on experiences
- Isabela from Brazil – Alumni testimonial/working after graduation at UAB
- Sebin from South Korea – Location, internships, OPT/career
- UAB community video – Hear from students about location and safety
- Career outcomes flyer

Links to additional resources

Website: https://www.uabintl.com/en

Cloudinary portal: https://portal.cloudinary.com/teachingatinto/theuniversityofalabamaatbirmingham

SUPPORTING CONTENT

UAB The University of Alabama at Birmingham

PILLAR 1: Healthcare

Key Selling Point: The Ultimate Clinical Ecosystem
A university seamlessly integrated with a top-ranked, $7.5 Billion Academic Health System—the largest single employer in Alabama—providing guaranteed, high-level clinical and research immersion from Day 1.

Strategic Rationale: This remains the foundational, unrivaled asset. It provides the real-world patient data, critical care scenarios, and extensive research infrastructure necessary for the research and entrepreneurship pillars to succeed. This density of clinical and research activity ensures that UAB graduates are not just educated, but actively experienced in medicine, technology, and policy.

Tactical Messaging:

- Competitor Contrast: Other universities ask you to imagine a career in medicine or biotech. At UAB, your classroom is the #1 Hospital in Alabama (U.S. News & World Report), where you build your professional network on the cutting edge of global medical breakthroughs—giving you clinical access others can only dream of.
- Proof Point: Emphasize the sheer scale of the UAB Health System: the largest health system in the state with over 30,000 employees. Highlight specific research immersion programs for undergraduates (e.g., Summer in Biomedical Sciences (SIBS), Blazer BRAIN) that offer mentored, hands-on experience in areas like cancer, neuroscience, and precision medicine within the academic medical center.
- Recruitment Hook: Build your professional network on the cutting edge of medicine. Graduate with a degree and a resume full of real-world clinical and research credentials.

PILLAR 2: Entrepreneurship

Key Selling Point: The Blazer Launchpad
A robust, fully integrated and funded entrepreneurship ecosystem designed to help international students convert R1 medical research and campus innovation into fundable, market-ready startups, backed by the Bill L. Harbert Institute for Innovation and Entrepreneurship (HIIE).

Strategic Rationale: This pillar ties the academic research (Pillar 3) and the clinical ecosystem (Pillar 1) directly to high-impact career outcomes. It specifically addresses the complexity of launching a business while on a student visa by providing dedicated resources, mentorship, and funding programs (like the Blazer Bridge Fund), making UAB a realistic "path beyond employment" for innovative international students.

Tactical Messaging

- Competitor Contrast: We don't just teach entrepreneurship; we fund it and incubate it. Your access includes the Bill L. Harbert Institute for Innovation and Entrepreneurship and a city renowned for medical investment capital, leveraging UAB's over $4.5 billion in cumulative startup valuation since 1987.
- Proof Point: Showcase the Collat School of Business's physical presence at the Innovation Depot (one of the South's largest incubators). Highlight key programs accessible to international students:
  - The Blazer Hatchery and Hackathons: Opportunities to pitch ideas and compete for cash prizes, connecting directly with local investors.
  - The Blazer App Accelerator: Helps inventors test and develop novel software and app ideas.
  - International Student Success: Feature alumni like Shegun Otulana, an international student who founded and sold a company for a reported $1.2 billion and now supports new UAB ventures, demonstrating the ultimate career trajectory.
  - Also mention current international student success in competitions, like the team from India and Nepal who won the state-wide Innovate Alabama Entrepreneurship Hackathon.
- Recruitment Hook: Turn your research project into a fundable startup, backed by the largest medical research enterprise in the region. Become the next international success story to launch from UAB.

PILLAR 3: Research & Hands On Learning

Key Selling Point: R1 Innovation Foundry
A commitment to Top-Tier R1-level research that directly integrates into the undergraduate and graduate curricula, driven by a $774.5 million research enterprise and numerous specialized centers, ensuring students publish and contribute to globally significant projects from their first year.
Note: UAB secured an institutional record high of $774.5 million in funding for fiscal year 2023.

Strategic Rationale: This pillar directly leverages the university's "Very High Research Activity" designation to recruit top students who prioritize academic rigor and discovery. By showcasing the massive funding and specialized research centers, we demonstrate the scale, quality, and real-world relevance of the research enterprise. This is about intellectual prestige and becoming a knowledge creator, not just a consumer.

Tactical Messaging:

- Competitor Contrast: Our research isn't just theoretical; it's focused on real-world impact in areas like personalized medicine, cybersecurity, and materials science. With over 7,000 undergraduate researchers participating annually, you will be a funded contributor, not just an observer.
- Proof Point: Highlight the Office for Undergraduate Research and specialized programs like the Summer in Biomedical Sciences (SIBS) or Cancer Research Immersion Student Program (CRISP). Mention the AI Research and Collaboration Hub (ARCH) and the Center for Clinical and Translational Science (CCTS), which focuses on data science and informatics. Emphasize the funding: UAB ranks among the top 1% of all organizations funded by the National Institutes of Health (NIH).
- Recruitment Hook: Your undergraduate thesis can become a published paper in a leading journal. Your master's work can be part of a $774.5 million research enterprise that changes lives.

FAST FACTS

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RANKINGS

• #3 Best Public Nursing School	*U.S. News & World Report 2025*
• #10 CYBERSECURITY (GRADUATE)	*Fortune 2025*
• #15 Public Health	*U.S. News & World Report*
• #69 Biomedical Engineering	*U.S. News & World Report 2024*
• #69 Top Public School	*U.S. News & World Report 2025*
• Top 6% Best Global University	*U.S. News & World Report 2024-2025*
• One of the "Best Large Cities To Start A Business"	*Wallethub 2024*
• Top 10 Cities with the lowest cost of living	*New York Post 2024*
• #5 City Where College Grads Are Landing Jobs	*Wall Street Journal, 2025*
• 100% Research Placement for Undergraduates	
• 97% of Computer Science undergraduates have a job within six months of graduation	

ENTRY REQUIREMENTS

For specific program requirements, please click here.

First Year
GPA: from 2.0+
English: from IELTS 5.5+ | TOEFL 60+ | Duolingo

Transfer
GPA: from 2.0+
English: from IELTS 5.5+ | TOEFL 60+ | Duolingo

Graduate
GPA: from 2.5+
English: from IELTS 5.5+ | TOEFL 65+ | Duolingo

PROGRAMS

Academic English
International Year One
International Direct
Undergraduate Transfer
Graduate Pathway
Integrated Masters
Direct Entry



COSTS AND SCHOLARSHIPS *

Undergraduate

	Direct Entry	Pathway
Tuition & Fees	$31,550	$34,210
Housing & Meals	$	$
Available Scholarships	Up to $7,500 per year	Up to $6,000 per year

Graduate**

	Direct Entry	Pathway
Tuition & Fees	$24,810	$32,630
Housing & Meals	$	$
Available Scholarships	Varies by program	Up to $6,000 per year

Academic English

Tuition & Fees	$
Housing & Meals	$

For additional details, please click here.

** Costs subject to change*
*** Costs for some graduate degrees may vary*