

BIOTECH AND LIFE SCIENCES MANAGEMENT GRADUATE CERTIFICATE

The Biotech and Life Sciences Management Graduate Certificate is designed to teach the experienced healthcare industry professional how to identify new market opportunities in healthcare, assess the market potential of the opportunity and develop the marketing strategies with corresponding promotional materials to launch the new product/brand/service.

Requirements

Code	Title	Hours
PMK 795	Capstone	3
Choose three of the following:		9
PMK 625	Pharmaceutical R&D	
PMK 630	Healthcare Marketing Analytics	
PMK 651	Life Sciences Promotion	
PMK 665	Sales Management	
PMK 700	Managed Market Access	
PMK 720	Global Healthcare Markets	
PMK 770	Independent Study	
PMK 780	Future Issues	
Total Hours		12