

PHARMACEUTICAL & HEALTHCARE MARKETING MBA

The Pharmaceutical & Healthcare Marketing MBA at Saint Joseph's University is designed to accelerate your career by enhancing your marketing knowledge through academic study and real-world experience in the healthcare industry. The Pharmaceutical & Healthcare Marketing MBA curriculum provides you with an understanding of a variety of relevant marketing topics, addressing the successful business of healthcare delivery from the perspectives of all industry stakeholders – from biopharma products to patients, payers and provider networks.

Learning Goals and Outcomes

Goal 1: Leadership

Outcome 1.1: Students will demonstrate the ability to lead in team situations, that is, to motivate, inspire and direct a team to achieving its goals.

Goal 2: Knowledge of functional area

Outcome 2.1: Students will know core concepts within each business discipline of accounting, finance, management, marketing, and information technology.

Goal 3: Critical thinking and problem solving

Outcome 3.1: Students will be able to analyze business scenarios in an integrative way and make constructive and actionable recommendations for problem solving.

Goal 4: Interpersonal/communication skills

Outcome 4.1: Students will demonstrate competency in written and verbal communication aimed at facilitating, and reporting the results of, collaborative problem solving and decision making processes.

Goal 5: Ignatian Values

Outcome 5.1: Students will be able to generate scholarship that embodies free, open inquiry, and provokes imaginative thinking and reflection on values. An appreciation for and ability to apply the Ignatian values of: a commitment to rigorous education and lifelong learning; an insistence upon ethical decision making; a desire for social justice; and a care and concern for others.

Goal 6: Global/Diversity

Outcome 6.1: Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment. A fuller understanding of and respect for diversity in the population and in organizations related to differences across cultures, ethnic groups, socio-economic groups, gender and sexual orientation.

Goal 7: Strategic Thinking

Outcome 7.1: Students will exhibit strategic approaches to the complex business related problems in the pharmaceutical and

healthcare industries and provide alternative strategies evaluating the pros and cons of those approaches.

Requirements

The Pharmaceutical & Healthcare Marketing MBA requires the completion of 12 courses (four core business courses and eight industry-focused courses). All courses are three credits each for a total of 36 credits. Students may be required to complete up to five business competency modules to prepare them for the core MBA courses. In addition to satisfying the requirements for the full MBA degree, students may earn up to two stackable certificates in Healthcare Management, and Biotech & Life Sciences Management by completing six industry-focused elective courses.

Foundation Modules - Business Competency Requirements

The Foundation courses are designed to ensure that all students in the program have the common body of knowledge necessary for advanced study in business. They are non credit competency modules developed by the department to develop the skills needed. Some may be waived based on undergraduate coursework.

They will be completely online, self-paced, and can be worked on anytime. A "live" session is not required.

The following Foundation modules are required:

- Statistics - Required for all students
- Business Intelligence & Analytics
- Management
- Economics
- Accounting
- Marketing

Code	Title	Hours
Core Courses		
ACC 550	Creat & Meas Shareholder Value	3
DSS 610	Business Analytics	3
FIN 550	Shareholder Value Management	3
MGT 550	Leadership and Ethics	3
PMK 600	Health Care Marketing	3
PMK 795	Capstone	3
Specialized Pharmaceutical & Healthcare Marketing Courses (select six of the following electives)		18
PMK 610	Business of Healthcare	
PMK 620	Supply Chain Mgt in Healthcare	
PMK 625	Pharmaceutical R&D	
PMK 630	Healthcare Marketing Analytics	
PMK 640	Pharmacoeconomics	
PMK 651	Life Sciences Promotion	
PMK 660	Coding Coverage Reimbursement	
PMK 665	Sales Management	

PMK 670	Pricing in Healthcare Industry
PMK 680	Healthcare Strategic Managemen
PMK 700	Managed Market Access
PMK 720	Global Healthcare Markets
PMK 770	Independent Study
PMK 780	Future Issues
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Total Hours	36