

# 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

| Code  | Title                          | Hours |
|---|--------------------------------|-------|
| <b>Core Courses</b>   |                                |       |
| 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     |
| <b>Specialized Pharmaceutical &amp; Healthcare Marketing Courses (select six of the following electives) 18</b> |                                |       |
| 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                  |           |
| <b>Total Hours</b> |                                | <b>36</b> |