

MANAGED MARKET ACCESS GRADUATE CERTIFICATE

The Graduate Certificate in Managed Market Access is designed for pharmaceutical professionals seeking advanced, applied knowledge in managed market access. The certificate provides specialized training in areas such as market case, pharmacoeconomics and pharmaceutical marketing – preparing students for leadership roles in the industry. Managed Market Access is the process of pricing, securing reimbursement and marketing across a wide range of international markets including the sequencing of drug introduction.

Learning Goals and Outcomes

Goal: Functional Knowledge:

Students will gain functional knowledge of managed market access industry as well as the pharmaceutical industry writ large.

Requirements

Code	Title	Hours
PMK 600	Health Care Marketing	3
PMK 640	Pharmacoeconomics	3
PMK 700	Managed Market Access	3
PMK 720	Global Healthcare Markets	3
Total Hours		12