PHARMACEUTICAL & HEALTHCARE MARKETING

Professor: Thani Jambulingam Ph.D.; William Trombetta
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Undergraduate Major
- Pharmaceutical & Healthcare Marketing (https://academiccatalog.sju.edu/business/pharmaceutical-healthcare-marketing/pharmaceutical-healthcare-marketing-major/)

Adult Undergraduate B.B.A.
- Pharmaceutical Marketing (https://academiccatalog.sju.edu/business/pharmaceutical-healthcare-marketing/bba-pharmaceutical-marketing/)

PMK 150 Smart Healthcare Consumer (3 credits)
By virtue of our birth, we are all consumers of healthcare. Becoming a smart healthcare consumer requires us to understand what having healthcare means as a patient as well as how the system of care works (or sometimes fails.) Additionally, it requires insights from the perspectives of various stakeholders, who either provide direct care (doctors, nurses or hospitals), or who indirectly participate by influencing, regulating, and/or paying for healthcare. The course will examine the doctor visit as a transaction and will evaluate the motivation of the various stakeholders. The course will also consider how disruptive technology and medical innovation influence the future of medicine.
Attributes: First-Year Seminar, Undergraduate

PMK 170 Special Topics (3 credits)
Topics will vary according to the semester in which the class is offered.
Attributes: Undergraduate

PMK 180 Patient Access to Healthcare (3 credits)
This service-learning course that will provide an understanding of healthcare delivery in the U.S. and familiarity with the components of healthcare delivery to include: patients, providers, products, payers and policy makers/ regulators. Students will also have the opportunity to assist patients with various interactions with healthcare delivery ranging from interpreting their healthcare coverage options to post-operative recovery. This course fulfills the requirement for the Minor in Healthcare Ethics. Elective.
Attributes: Undergraduate

PMK 190 Healthcare Delivery Alternative (3 credits)
This service-learning ethics intensive course focuses on the medical, cultural, social and spiritual need of short and long-term residents at a local nursing home. Projects involve direct patient encounters and are popular with marketing, science, and IHS majors. Projects also involve working in departments of nursing, pastoral care, dietary, human resources, finance, social services, development, activities, and volunteer services. The course fulfills the Ethics Intensive Requirement and the Requirement for the Minor in Healthcare Ethics.
Prerequisites: PHL 154
Attributes: Ethics Intensive

PMK 211 Pharmaceutical Mkt Environment (3 credits)
An introduction to the pharmaceutical industry and to the theory of marketing, as well as an overview of the dynamics of the healthcare industry with an emphasis on managed care, cost containment, disease management and accountable care organizations (ACO’s). Additionally, students will learn a basic understanding of pharmacology. Prerequisite to all major concentration requirements. Open to all students.
Attributes: Undergraduate

PMK 221 Pharmaceutical Mkt Research (3 credits)
Covers the process that involves systematic gathering of quantitative and qualitative information that will help identify and resolve issues concerning patients, physicians and payers. Areas covered include problem recognition, research design, data collection, data analysis, results, and recommendations.
Prerequisites: PMK 211
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
Attributes: Undergraduate

PMK 270 Special Topics (3 credits)
Topics will vary according to the semester in which the class is offered.
Attributes: Undergraduate

PMK 331 Pharm Sales Management (3 credits)
Have you wanted to land your dream job, find your perfect mate, and achieve what you desire out of life? Learn the secrets and basic concepts of selling and persuasion to achieve your sales and life goals. Understand the concepts of applying science (clinical reprints) to communicate important information about your product, service, or your personal brand as it relates to sales, territory management, and pharmaceutical ethics. The course focuses on building relationships through role-play and improv exercises. Students will develop listening skills and learn how to handle objections while thinking on their feet.
Prerequisites: PMK 211
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
Attributes: Undergraduate

PMK 341 Pharm Channels & Pricing (3 credits)
The first half of the course describes the distribution process of pharmaceuticals, with concepts specific to designing and managing effective strategic channel relationships. The second half examines how firms set prices and the legal and policy ramifications of pricing.
Prerequisites: PMK 211
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
Attributes: Undergraduate

PMK 351 Pharm Promotions Management (3 credits)
Covers advertising, direct marketing, promotions, e-marketing, ethical, legal and regulatory concerns associated with the promotion of pharmaceutical products.
Prerequisites: PMK 211 and PMK 221 (may be taken concurrently)
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
Attributes: Undergraduate

PMK 370 Special Topics (3 credits)
Topics will vary according to the semester in which the class is offered.
Attributes: Undergraduate
PMK 461 Pharm Mkt Strat & Plan I (3 credits)
The course focuses on strategy and planning development for a specific pharmaceutical product. This course focuses on teamwork and expands students' ability to synthesize critical functions in product management.
**Prerequisites:** PMK 211 and PMK 221 and PMK 331 and PMK 341 and PMK 351
**Restrictions:** Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
**Attributes:** Undergraduate

PMK 465 Advanced Marketing Research (3 credits)
The pharmaceutical and biotech business is rapidly changing and requires marketing researchers and brand managers to appreciate the decision-making contexts in which marketing research is conducted.
**Prerequisites:** (PMK 211 and PMK 221 and PMK 351)
**Restrictions:** Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
**Attributes:** Undergraduate

PMK 470 Special Topics (3 credits)
Topics will vary according to the semester in which the class is offered.
**Attributes:** Undergraduate

PMK 471 Pharm Mkt Strat & Plan II (3 credits)
Drawing on the broad range of content covered in the first six courses, this capstone course integrates and builds on the foundations laid previously. This course addresses pharmaceutical corporate strategies including health policy issues with practical application through a number of formats: cases; exercises; simulations.
**Prerequisites:** (PMK 211 and PMK 221 and PMK 351 and PMK 341 and PMK 461)
**Restrictions:** Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
**Attributes:** Undergraduate

PMK 491 Pharmaceutical Internship (1-3 credits)
The Pharmaceutical Internship/Independent Study enables students who have declared Pharmaceutical Marketing as their major to earn one (1) credit and enhance their knowledge in the sponsoring firm by working in the pharmaceutical or related industries as an intern. Students can earn up to three (3) credits by combining an internship with independent study. Credit is based on a review by the sponsoring faculty member of the student's circumstances, needs of the firm where the student is doing their internship and academic requirements of the sponsoring faculty member. The internship/independent study credits are counted as free electives and can only be applied to the semester during which the internship/independent study was taken. Prerequisite – completed at least 4 courses in the major.
**Prerequisites:** PMK 331 (may be taken concurrently) and PMK 351 (may be taken concurrently)
**Restrictions:** Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
**Attributes:** Undergraduate

PMK 545 Pharm Marketing Gateway Crs (3 credits)
This is a policy course that provides a broad perspective with specific focus on aspects of healthcare systems. Given the spiraling costs around the globe along with the recent introduction of Obamacare in the U.S, healthcare has the potential to bankrupt national budgets. Classes will include assessment of healthcare infrastructure from advertising agencies that have evolved into consulting firms to healthcare distributors and all the stakeholders involved with healthcare delivery: hospitals, doctors, pharmacists, nurses, and "alphabet soup" like Accountable Care Organizations (ACOs). The class will also combine contemporary evaluations of healthcare delivery, e.g., Sicko, and is anchored by a semester-long research project that will enable students to gain in-depth insights about healthcare delivery.
**Restrictions:** Enrollment is limited to Graduate level students. Enrollment limited to students in the Haub School of Business college.
**Attributes:** Gateway Course (Grad HSB)

PMK 600 Health Care Marketing (3 credits)
This course covers identifying market opportunities and different segments of the health care delivery system. It will also incorporate strategies and the application of the "4Ps": price, product, place, and promotion. The environment for the course will be managed care. MBA students should enroll in MKT 550.
**Restrictions:** Enrollment limited to students in the MBAPHMK program.

PMK 610 Business of Healthcare (3 credits)
The course provides an understanding of structure, conduct and performance of the healthcare industry in the U.S. It will provide a working knowledge of federal regulations and examine various strategies and strategic frameworks while discussing details about how the system operates. It will also review management concepts and how to apply them to solve business problems in the dynamic and evolving U.S. healthcare system.
**Prerequisites:** PMK 600 or MKT 550
**Restrictions:** Enrollment is limited to Graduate level students.

PMK 620 Supply Chain Mgt in Healthcare (3 credits)
This course describes the distribution process of pharmaceuticals, medical devices, diagnostics and biologics with concepts specific to designing and managing strategic channel relationships.
**Prerequisites:** MKT 501 and (MKT 550 or PMK 600)
**Restrictions:** Enrollment is limited to Graduate level students.

PMK 640 Pharmacoconomics (3 credits)
This course reviews the principal concepts of economics and the history and development of health economics. Additionally, it emphasizes the application and value of health economic studies through the use of examples from the pharmaceutical, biologic, medical device and diagnostic industries.
**Prerequisites:** MKT 501 and (MKT 550 or PMK 600)
**Restrictions:** Enrollment is limited to Graduate level students.

PMK 650 Coding, Coverage & Reimbursement (3 credits)
Coding, coverage and reimbursement are necessary steps that document the medical diagnosis and medical treatment to mediate a medical problem diagnosed and, subsequently, attain reimbursement for the medical professional or organization that provided those services to the patient. While coding and coverage determination are integral parts of all healthcare delivery systems, reimbursement on a case-by-case basis is unique to healthcare delivery in the U.S.
**Restrictions:** Enrollment is limited to students with a major, minor, or concentration in Health Medical Services Adm. Enrollment is limited to Graduate level students.
PMK 660 Coding Coverage Reimbursement (3 credits)
The course provides information to help a healthcare professional understand how to run their practice as a business in the U.S. Background of coding systems to include ICD-10 and CPT, will be introduced along with case scenarios that reveal how a coding system links a procedure or product to the different reimbursement systems, such as Medicare and Medicaid, to get payment.
Prerequisites: MKT 550 or PMK 600
Restrictions: Enrollment is limited to Graduate level students.

PMK 670 Pricing in Healthcare Industry (3 credits)
This course examines how manufacturers of pharmaceuticals, medical devices, diagnostic and biologics set prices for their products as well as investigates the legal and policy ramifications of pricing.
Prerequisites: MKT 550 or PMK 600
Restrictions: Enrollment is limited to Graduate level students.

PMK 680 Healthcare Strategic Management (3 credits)
This course focuses on product/service decisions by an organization from the perspective of managers for healthcare services and new and established products and established brands. The course will also provide the framework for conducting strategic planning and execution based on marketing intelligence derived from market research. The strategic choices across different stages of the product or service life cycle will also be reviewed.
Prerequisites: PMK 600 or MKT 550