PHARMACEUTICAL & HEALTHCARE MARKETING

Professor: William Trombetta, Ph.D.
Associate: George P. Sillup, Ph.D.; Thani Jambulingam, Ph.D.
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Chair: Sillup

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 Global Healthcare (3 credits)

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 needs of short and long term residents at a local nursing home. Projects involve direct patient encounters and are popular with marketing, biology, and HIS majors. Projects also involve working in departments of nursing, pastoral care, dietary, human resources, finance, social services, development, activities and volunteer services. This course fulfills the GEP Ethics Intensive and requirement for the Minor in Healthcare Ethics. Elective.
Prerequisites: PMK 1011 or PMK 1015 or PMK 211
Attributes: Ethics Intensive (New GEP)

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. Prerequisite: PMK 211.
Prerequisites: PMK 1011 or PMK 1015 or PMK 211
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
Attributes: Undergraduate

PMK 331 Pharm Sales Management (3 credits)
Covers the basic concepts of selling with particular focus on role playing. In addition, the course covers concepts related to applying science (clinical reprints) to sales, territory management and pharmaceutical ethics. The first half of the course describes the distribution process of pharmaceuticals, with concepts specific to creating and managing effective strategic relationships with other channel members. The second half examines how firms set prices and the legal and policy ramifications of pricing. Prerequisite: PMK 211.
Prerequisites: (PMK 1011 or PMK 1015) or 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. Prerequisite: PMK 211, PMK 221.
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.
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
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. This course is designated as Writing Intensive. Prerequisites: PMK 211, PMK 341, PMK 351.
Prerequisites: (PMK 1011 or PMK 211 or PMK 1015) and PMK 221 and PMK 2031 or 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, PMK 221
Prerequisites: (PMK 1011 or PMK 211 or PMK 1015) and PMK 2021 or PMK 221 and PMK 2031 or PMK 351
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing.
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: All other PMK courses.
Prerequisites: (PMK 1011 or PMK 211 or PMK 1015) and PMK 2021 or PMK 221 and PMK 2031 or PMK 351 and PMK 2051 or PMK 341 and PMK 2061 or 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 circumstance, 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 2041 (may be taken concurrently) or PMK 331 (may be taken concurrently) and PMK 2031 (may be taken concurrently) or 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. Prerequisite: MKT 501 or equivalent.
Prerequisites: MKT 501 or MKT 501 Waiver Score with a score of 1 or HSB Waiver with a score of MK501

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. Prerequisite: MKT 501 or equivalent.
Prerequisites: MKT 501
Restrictions: Enrollment is limited to Graduate level students.

PMK 640 Pharmacoeconomics (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
Restrictions: Enrollment is limited to Graduate level students.

PMK 650 Coding, Coverage & Reimbursement (3 credits)

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. Prerequisite: MKT 501 or equivalent.

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. Prerequisite: MKT 501 or equivalent.
Restrictions: Enrollment is limited to Graduate level students.