MARKETING
PHARMACEUTICAL EX (MPE)

MPE 530 Marketing Foundation (2 credits)
The course sets the stage for future study by taking students through the marketing fundamentals beginning with strategy, target marketing and opportunity analysis, then developing product, price, distribution and promotion, and an introduction to customer driven marketing strategy, all in a managed care context.
Restrictions: Enrollment is limited to students with a major in Food Marketing or Pharmaceutical Marketing. Enrollment is limited to Graduate level students. Enrollment limited to students in a Master of Bus Administration degree.

MPE 610 Drug, Device Regulations (2 credits)
With the plethora of new communications vehicles, including direct-to-consumer advertising and the Internet, the goal of achieving marketing objectives and remaining in adherence with FDA regulations/guidelines has become increasingly difficult. This course will provide a working knowledge of the federal regulation of prescription drug promotion and associated marketing practices and will provide insight into drug promotion issues currently of interest to FDA and the pharmaceutical industry. The course will also consider the impact of products liability and anti-kickback concerns on developing marketing programs for prescription drugs.
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing. Enrollment is limited to Graduate level students.

MPE 620 Supply Chain Management (2 credits)
This course presents the key issues and concepts needed by the pharmaceutical industry to develop an effective way to design, build, manage and evaluate the performance of strategic partnerships among channel partners such as suppliers, wholesalers, marketing research firms, pharmacies, integrated health systems, managed care organizations, etc. Based on relationship marketing concepts, the key subjects include benchmarking channel relationships, selection criteria for identifying successful partners, new channel design, and role of technology in implementing channel partnerships, contract negotiations among others. Key subjects include: information systems and technology; benchmarking your distribution system; implementing quick response programs such as EDI, Flow-through and Partnerships.
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MPE 625 Creating Effective R & D (2 credits)
Traditionally the scientific and commercialization activities within pharmaceutical companies have existed as separate entities with varying relationships related to information sharing and integration of business strategy into the drug development and approval process. Enhanced linkage/collaboration between these two functions can lead to a competitive advantage as it relates to attainment of the overall corporate research and commercial strategic objectives necessary for improving the business, marketing planning and commercialization.
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MPE 630 Marketing Research (2 credits)
In this course you will be taught the fundamental steps involved in the pharmaceutical marketing research process. The course will expose you to the pharmaceutical marketing research process using both primary and secondary data sources. Special attention will be provided to syndicate data sources from IMS and Scott Levin. The course will also cover topics like research design, data analysis and interpretation of results. This course can be beneficial to beginners in marketing research and to the users of marketing research information for decision-making.
Prerequisites: MPE 7810 or DSS 592
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Pharmaceutical Marketing. Enrollment is limited to Graduate level students.

MPE 640 Pharmacoeconomics (2 credits)
This course reviews the principal elements and concepts in economics, history and development of health economics, and the applied uses of the discipline of economics made possible since the quantification of studies has been developed and perfected. These introductory sections are presented by lecture and discussion group. In addition, the need for uses of and value of health economics studies is reviewed and pharmaceutical-related examples are presented.
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MPE 650 Competitive Analysis (2 credits)
Examination of various strategies and strategic frameworks are examined with a discussion of the advantages and shortcomings of each. The explicit purpose of the course lies in developing a strategic perspective to solving marketing problems rather than a tactical approach.
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MPE 660 Sales Management (2 credits)
This course covers the concepts and applies the theories associated with managing a sales force. Specifically, the course is designed to help students learn sales management concepts and how to apply them to solve business problems in the pharmaceutical industry. We will focus on the activities of first-line field sales managers. To function effectively as managers, students must know how salespeople perform their jobs. With this in mind, we will cover personal selling, account relationships, territory management, and sales ethics with special emphasis on current issues of managing strategic account relationships, team development, and diversity in the work force, sales force automation and ethical issues.
Prerequisites: MGT 520 or HSB Waiver with a score of MG520
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MPE 670 Pricing (2 credits)

Pricing is one of the most important marketing mix decisions that a firm makes, and it affects all other elements of the marketing mix. This course examines the theories and strategies that firms use to set and change prices. Firms are required to anticipate and respond to changes in competitors’ activities and in areas of the external environment, such as, political, social, regulatory and technological. Some of the issues that will be covered include: Why is pricing often ineffective? How should a firm’s costs affect its pricing decisions? What is customer price sensitivity? How do you anticipate and influence the price-setting behavior of competitors? How does pricing change over the product life cycle? How does pricing relate to market segmentation? How do you strive to price strategically consistent with the other elements of the marketing mix? 

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MPE 700 Strategies for Managed Markets (2 credits)

The objectives of this course are to understand the dynamics and trends of the evolving healthcare system, to review managed care's impact on pharmaceutical marketing and to develop strategies for success with the managed care customer. Students will learn to assess managed healthcare market segments, to determine the needs of this customer and to identify the potential business opportunities for their company's brands.

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MPE 710 Product Management (2 credits)

This course will (1) focus on product decisions of the firm, requiring an occasional shift in focus from that of corporate management to that of operating managers of new product activities or established brands; (2) recognize the importance of marketing research as input to product decisions; (3) take a managerial orientation; (4) recognize the need to tailor product policy approaches to the characteristics of the decision-maker and the firm.

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MPE 711 Pharmaceutical Strategy (2 credits)

The course provides an understanding of the way strategy is crafted for pharmaceutical, medical device and diagnostic companies to coincide with the needs of other stakeholders in healthcare delivery. Coding, coverage and reimbursement strategies to support market access are put in the context of clinical product development timelines with an emphasis to have coverage determinations and specific product coding coincide with product approvals to support successful product launches.

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MPE 715 New Product Launch (2 credits)

This course focuses on the management of multinational corporations (MNCs) with particular emphasis on Pharmaceutical and/or medical device companies operating across different nations. The international environment implies greater opportunities as MNCs have access to a wider variety of markets and resources but this environment also implies greater organizational and managerial challenges. The aim of this course is to investigate whether these challenges are worth it and how they can contribute to a company’s “double” bottom line.

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MPE 770 Independent Study (2 credits)

This course is designed to accommodate those students who have an interest in a research-worthy topic that can be examined on an independent research basis. The student will work closely with a professor on a research area that will require the identification of a topic, a literature review, appropriate methodology, and analysis.

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MPE 780 Future Issues (2 credits)

MPE 781 Health Policy (2 credits)

This course is an introduction to various components of the U.S. health care system. It examines the multiple facets of the healthcare system including key stakeholders (Payers, Providers, and Patients), private and public financing mechanisms for medical care, and the effects of both market competition and government regulation. The main objective of the course is for students to learn to be able to critically examine how to assess policy and coverage decisions and the tradeoffs (cost, quality, access) associated with various health care decisions or treatment alternatives. Another focus of the course is for students to gain knowledge of the U.S. health care system relevant to the pharmaceutical industry, and the process for bridging these new medical and drug technologies into the private and public sector. A major example will include a debate related to the Medicare Modernization Act. As such, we will examine how collective interests shape the design of health policies.

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MPE 795 Capstone (2 credits)

This course is a simulation experience that drives home the four P's of marketing. The simulation is played from the point of view of a marketing manager in the pharmaceutical market. Over the course of the simulated years, the participant will have the opportunity to reformulate leading products, introduce line extensions, and enter new market segments.

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MPE 7602 Ethical Problems In Mktg Mgmt (1.3 credits)

MPE 7951 International Marketing Tour (1.3 credits)

MPE 7952 Internatn'l Marketg Practicum (1.3 credits)