

# PHARMACEUTICAL MARKETING (PMK)

## **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 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

*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

*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 Pharm. Healthcare Business.

*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

*Restrictions:* Enrollment is limited to students with a major, minor, or concentration in Pharm. Healthcare Business.

*Attributes:* Undergraduate

## **PMK 370 Special Topics (3 credits)**

Topics will vary according to the semester in which the class is offered.

*Attributes:* Undergraduate

## **PMK 430 Brand Management (3 credits)**

This course focuses on the essential principles, practices and leading-edge concepts of brand management to prepare students to lead a brand-centered, cross-functional marketing team. The course is designed to introduce the critical analytical, decision making, and planning frameworks and tools effective brand managers need at all stages of the product lifecycle. The emphasis in the course is to explore what every brand manager needs to know to operate successfully in any organization.

*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 ENG 101 and PMK 221 and PMK 331 and PMK 341 and PMK 351

*Attributes:* Undergraduate, GEP: Writing Intensive

## **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)

*Attributes:* Undergraduate

## **PMK 491 Pharmaceutical Internship (1-3 credits)**

The Pharmaceutical Internship 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.

*Prerequisites:* PMK 331 (may be taken concurrently) and PMK 351 (may be taken concurrently)

*Attributes:* Undergraduate

**PMK 492 Pharmaceutical Internship (1-3 credits)**

The Pharmaceutical Internship 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.

*Prerequisites:* PMK 331 (may be taken concurrently) and PMK 351 (may be taken concurrently)

*Attributes:* Undergraduate

**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 MBAPMK program. Enrollment is limited to Graduate level students.

**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.

*Attributes:* Graduate

**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.

*Attributes:* Graduate

**PMK 625 Pharmaceutical R&D (3 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 the attainment of the overall corporate research and commercial strategic objectives necessary for improving the business, marketing planning, and commercialization.

*Restrictions:* Enrollment is limited to Graduate level students.

*Attributes:* Graduate

**PMK 630 Healthcare Marketing Analytics (3 credits)**

In this course you will be taught the fundamental steps involved in the healthcare marketing research process. The course will expose you to the healthcare marketing research process using both primary and secondary data sources. Short case studies will be analyzed from the pharmaceutical, medical device, diagnostics and healthcare delivery industries. Special attention will be provided to several syndicate data sources. The course will also cover topics including problem definition, research objectives, research design, data analysis, interpretation of results and report development. Several advanced analytical techniques will be introduced as part of the course. This course can be beneficial to beginners in healthcare marketing research and to the users of marketing research information for decision-making.

*Attributes:* Graduate

**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 and (MKT 550 or PMK 600)

*Restrictions:* Enrollment is limited to Graduate level students.

**PMK 651 Life Sciences Promotion (3 credits)**

This course provides students with a comprehensive framework and tools to understand the modern-day promotional process and the ever-changing digital media landscape. The students will learn about current industry trends, the role of brand manager, understanding the agency-client relationships, uncovering insights, utilizing data and technology, brand positioning, creative strategy, developing big ideas, social media, integrated production, and communications planning. Classes will be a combination real-world examples from the life sciences industry (pharma, biotech, MedTech etc.) Coursework involves a comprehensive group project that fosters learning in all functional areas of promotions, while simulating the development of an integrated marketing communication plan.

*Restrictions:* Enrollment is limited to Graduate level students.

*Attributes:* Graduate

**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.

*Attributes:* Graduate

**PMK 665 Sales Management (3 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.

*Restrictions:* Enrollment is limited to Graduate level students.

*Attributes:* Graduate

**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.

*Attributes:* Graduate

**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 of service life cycle will also be reviewed.

*Prerequisites:* PMK 600 or MKT 550

*Attributes:* Graduate

**PMK 700 Managed Market Access (3 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.

*Restrictions:* Enrollment is limited to Graduate level students.

*Attributes:* Graduate

**PMK 720 Global Healthcare Markets (3 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.

*Restrictions:* Enrollment is limited to Graduate level students.

*Attributes:* Graduate

**PMK 770 Independent Study (3 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.

*Restrictions:* Enrollment is limited to Graduate level students.

*Attributes:* Graduate

**PMK 780 Future Issues (3 credits)**

This course will be periodically offered to cover a variety of different topics that are timely, significant or contemporary. Each time the course is offered it will focus on a different topic specific to healthcare, biotechnology or pharmaceutical marketing. Examples of course topics include Obesity, New Product Launch, and the impact of Healthcare Reform on industry stakeholders.

*Restrictions:* Enrollment is limited to Graduate level students.

*Attributes:* Graduate

**PMK 795 Capstone (3 credits)**

This integrative course is designed to permit students, near the end of the course of study, to integrate the knowledge from their previous courses. Also, this capstone course is intended to give students the opportunity to demonstrate the application of the concepts learned during their tenure in the program.

*Restrictions:* Enrollment is limited to Graduate level students.

*Attributes:* Graduate