

Online Pharmaceutical & Healthcare Marketing MBA for Executives

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Mission Statement

The mission of Saint Joseph's Online Pharmaceutical & Healthcare Marketing MBA for Executives is to provide industry programs for all segments of the pharmaceutical, biotech, medical devices, diagnostics, allied partners and healthcare industries, delivering these programs to the life-long student in a flexible and convenient format via 21 online courses, three residencies, and web-based technologies.

Pharmaceutical and Healthcare Marketing Learning Goals and Objectives

Objective 1: Leadership — Students will demonstrate the ability to lead in team situations, that is, to motivate, inspire and direct a team to achieving its goals.

Objective 2: Knowledge of functional area — Students will know core concepts within each business discipline of accounting, finance, management, marketing, and information technology.

Objective 3: Critical thinking and problem solving — Students will be able to analyze business scenarios in an integrative way and make constructive and actionable recommendations for problem solving.

Objective 4: Interpersonal/communication skills — Students will demonstrate competency in written and verbal communication aimed at facilitating, and reporting the results of, collaborative problem solving and decision making processes.

Objective 5: Ignatian Values — Students will be able to generate scholarship that embodies free, open inquiry, and provokes imaginative thinking and reflection on values. An appreciation for and ability to apply the Ignatian values of: a

commitment to rigorous education and lifelong learning; an insistence upon ethical decision making; a desire for social justice; and a care and concern for others.

Objective 6: Global/Diversity — Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment. A fuller understanding of and respect for diversity in the population and in organizations related to differences across cultures, ethnic groups, socio-economic groups, gender and sexual orientation.

Program Specific I Objective: Strategic Thinking: Students will exhibit strategic approaches to the complex business related problems in the pharmaceutical industry and provide alternative strategies evaluating the pros and cons of those approaches.

Admissions Requirements and Procedures

Students are accepted on a rolling admissions basis. Students applying for admission to the Online Pharmaceutical & Healthcare Marketing MBA for Executives must have a baccalaureate degree from an accredited college or university. Admissions criteria:

- four (4) years of industry experience
- a completed application form
- official transcripts of all course work from each undergraduate and graduate school attended. International students need an official course-by-course evaluation by World Education Services (WES) of undergraduate and graduate education
- a letter of recommendation from their current employer
- a resume
- A structured personal interview is required in lieu of GMAT or GRE scores.

Foreign applicants whose native language is not English are required to take the Test of English as a Foreign Language (TOEFL). Arrangements should be made by writing directly to TOEFL, Box 6151, Princeton, NJ, U.S.A., 08541-6151. Students already in the Philadelphia area who do not have a TOEFL score may be admitted following satisfactory performance on the English test administered at the ELS Center on the Saint Joseph's University campus. A minimum score of 550, internet based TOEFL 79, or 213 on computerized test on the TOEFL is required to take any course in the Program. An IELTS score of 6.5 or an official PTE

score of 60 is also acceptable. Qualified students who complete Level 112 at the ELS Language Center and receive a strong, positive letter of recommendation from the Center can begin their graduate studies without the official TOEFL score. Applicants are also required to register with the World Education Services (WES) to have an official course-by-course evaluation of their undergraduate work. Additional information on WES transcript evaluation can be obtained by visiting them at www.wes.org.

Tuition and Fees: Online Pharmaceutical & Healthcare Marketing MBA for Executives

All students enrolled in the courses are charged on a per course basis. All charges are due and payable upon receipt of the invoice. Invoices will be sent electronically upon registration. It is the students' responsibility to maintain their account in a current status. Corporations will be billed directly only when appropriate authorization has been made by the corporation. Please check with Hawk Central on procedures for corporate billing.

Students who are financially delinquent will forfeit the privilege of attending classes and the University has the right to withhold grades, transcripts, and diploma until such indebtedness is paid.

Fees are paid by check or money order, or they may be charged to Visa, MasterCard, or American Express. For the current academic year the tuition per 2 credits is \$3,125.

Matriculated Students

Students who have met all entrance requirements and are working in the MBA program are classified as matriculated students.

Academic Dismissal

Students enrolled in this program who receive a grade of C or below for two (2) credit hours will receive a warning letter. Students who receive a grade of C or below for six (6) credit hours will be placed on academic probation and will be so advised by letter. Students who receive a grade of C or below for ten (10) credit hours will be dropped from the program. The Program Director monitors student progress throughout the course of the program.

The university reserves the right to request the withdrawal of any student when, in its judgment, the general good of the university requires it.

Admissions Committee

The decision for accepting applicants into the program will be made by the Director with the advice of the Admissions Committee after they have reviewed completed applications. Members of the Admissions Committee are:

- Terese Waldron, M.S., Chair of the Admissions Committee
- George P. Sillup, Ph.D., Associate Professor and Chair of Pharmaceutical & Healthcare Marketing
- Thani Jambulingam, Ph.D., Associate Professor of Pharmaceutical & Healthcare Marketing
- Joseph Larkin, Ph.D., Associate Professor of Accounting
- Ginette McManus Ph.D., Professor of Finance
- John Yi, Ph.D., Assistant Professor of Decision and System Sciences
- Anthony DelConte, M.D., Visiting Professor of Pharmaceutical & Healthcare Marketing
- Ronald K. Klimberg, Ph.D., Professor of Decision and System Sciences
- Bill Trombetta, Ph.D., Professor of Pharmaceutical Healthcare Marketing
- David Steingard, Ph.D., Associate Professor of Management
- Carolin Schellhorn, Ph.D., Assistant Professor of Finance
- Iljoo Kim, Assistant Professor of Decision and Systems Sciences

Location and Time of Required Residency Courses

Students take all but three of their courses in the online format. During Residencies, the two-day course format accommodates the personal and professional demands of individual online students. Courses are completed during one Friday/Saturday session with pre- and post-assignments. Students may attend as often as their schedule permits, completing the degree requirements within six years.

In-person courses are offered at ACE Center, Lafayette Hill, PA (15 minutes from Main Campus). The Capstone course, MPE 795 is a three-day course offered on a Thursday, Friday and Saturday. Visit the web site at www.aceconferencecenter.com for more information about the ACE Conference Center.

Curriculum

The Online Pharmaceutical & Healthcare Marketing MBA for Executives requires the completion of 24 courses. All courses are 2.0 credits each for a total

of 48 credits. The core business courses are designed to ensure that all students in the program have that common body of knowledge necessary for advanced study in business.

The following courses are required:

MGT 520	Empowering Individuals and Groups for the Practicing Executive
ACC 510	Accounting Foundation
FIN 501	Economics Foundation
FIN 504	Finance Foundation (<i>It is strongly recommended to take FIN 501 first</i>)
MPE 530	Marketing Foundation
FIN 551	Managerial Finance (<i>pre-requisite FIN 501, FIN 504</i>)
ACC 560	Managerial Accounting (<i>pre-requisite ACC 510</i>)
MGT 581	Leadership & Development (<i>pre-requisite MGT 520</i>) (<i>Required Residency</i>)
DSS 591	Business Statistics
BUS 582	Business Ethics (Required Residency)
MPE 710	Product Management
MPE 670	Pricing
MPE 620	Supply Chain Management
MPE 640	Pharmacoeconomics
MPE 700	Strategies for Managed Care (<i>pre-requisite MPE 620</i>)
MPE 610	Drug/Device Regulations
MPE 660	Sales Management (<i>pre-requisite MGT 520</i>)
MPE 650	Competitive Analysis
DSS 592	Data Analytics
MPE 630	Marketing Research (<i>pre-requisite DSS 591</i>)
DSS 593	Forecasting (<i>pre-requisite DSS 591</i>)
MPE 720	Global Corporate Strategy
MPE 795	Capstone <i>Must have completed 36 credits including all quantitative and foundation classes, as well as MPE 650 and MPE 710 (Required Residency)</i>

Choose One (1) Elective:

MPE 711	Strategies for Market Access
MPE 625	Creating Effective R & D
MPE 780	Future Issues
MPE 781	Health Policy
MPE 770	Independent Study

Inquiries:

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Online Pharmaceutical Marketing MBA Course Descriptions

BUS 582 Business Ethics

The course examines competing ethical claims upon the pharmaceutical industry in a market driven, profit-seeking economy. It begins with a discussion of a theoretical framework for moral analysis and proceeds to practical applications in pharmaceutical marketing.

ACC 511 Accounting Foundation

This course deals with financial accounting and reporting, and the understanding of the four basic financial statements: balance sheets, income statements, retained earnings statements, and cash flow statements. It analyzes the role of the manager in the development and use of the preparation of financial statements. The use of key ratios in the analysis of a firm's financial statement is also discussed.

MPE 530 Marketing Foundation

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.

MGT 520 Empowering Individuals and Groups for the Practicing Executive

This course focuses on an organization's most salient resource the power of its human capital. It investigates the foundation of, and strategies for, empowering organizational members to manage organizational transformation processes from an executive perspective. Empowering individuals and groups requires an understanding of how to manage oneself and collectives effectively, creatively, and ethically in work organizations. This course investigates executive strategies for enhancing individual and collective performance through learning about motivation, perception, individual differences, organizational culture, teams, and change management.

FIN 501 Economics Foundation

This course will familiarize the student with economic analysis: the determination of

microeconomic variables, such as the price of a product with its output in individual markets and the determination of macroeconomic variables, such as GNP, the rate of inflation and the rate of unemployment.

MPE 610 Drug/Device Regulations

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.

FIN 504 Finance Foundation

This course builds on the material presented in the accounting module. We move from the presentation of the balance sheet, income statement, and statement of cash flows to an analytical framework of these statements employing ratios. We examine the informational content of the ratios both cross-sectionally and in the times series. In addition, we develop the common sized ratio process. We then build on this knowledge by using the ratios to project pro forma statements and examine the consequences of these projections. The module continues with an examination of the cash budgeting process, and concludes with the development of the time value of money concepts.

DSS 591 Business Statistics (move above DSS 592)

This course will include all of the content usually found in a business statistics course. This includes probability, probability distributions, confidence intervals, hypothesis testing, ANOVA, Chi Square, and Linear Regression. The course will be conducted through the use of ALEKS online learning software and will also meet virtually each week for about an hour. The software allows students to obtain credit for concepts, which they already know and then provides learning tools to complete the remainder of the course. Students may waive this course by achieving a minimum score of 80% on the proficiency exam.

DSS 592 Data Analytics

This course provides the student with a fundamental understanding of the potential and implementation of business analytics/business intelligence into an organization. To demonstrate this opportunity a few data analytics techniques are examined, so as to provide some insight into how these tools maybe used to analyze complex business problems and arrive at a rational solution.

DSS 593 Forecasting

This course builds on the problem solving and application skills developed in Business Statistics. The goal of the course is to develop competency in analyzing data in order to make informed forecasts for pharmaceutical marketing, production and sales scenarios. Specific topics included are: simple and multiple regression, model building, trend forecasting, and trend forecasting with seasonal components. Case studies and analysis of current forecasting literature facilitate applications to business situations. Extensive use is made of software on laptops.

ACC 561 Managerial Accounting

This course provides an overview of managerial accounting and its uses in the pharmaceutical industry. Topics covered include cost concepts and terminology, systems design (including job-order costing), just-in-time and activity-based costing. Other topics include cost behavior, cost-volume-profit relationships, and profit planning.

FIN 551 Managerial Finance

This course starts with the pricing of financial assets, which follows directly from the time value of money concepts developed in the first module. We then discuss risk, interest rate determination, and an analysis and explanation of the yield curve. This leads to a discussion of the intermediation process and the roles of the various institutions in that process, as well as the functions of the capital and money markets. In addition cash flow projections are developed as well as initial outlay concepts. The NPV and IRR rules are developed and extended to a general decision-making framework. The last section of the course focuses on the concepts of firm valuation and the effects of leverage on the organization.

MPE 640 Pharmacoeconomics

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.

MPE 630 Marketing Research

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.

MPE 650 Competitive Analysis

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.

MPE 710 Product Management

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.

MGT 581 Leadership & Development

What is leadership? How do I realize my leadership potential? This two-day course is designed for executives who want to develop and hone their leadership skills and approaches. Successful completion of the course will enable participants to (1) identify and understand the keys to successful leadership, (2) analyze their own leadership styles and behaviors, and receive feedback on the appropriateness and effectiveness of their styles, (3) develop the decision-making skills needed for leadership, and understand approaches for developing and empowering employees.

Pre-requisite: Waiver or completion of MGT 520

MPE 660 Sales Management

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.

MPE 620 Supply Chain Management

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.

MPE 700 Strategies for Managed Care

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.

MPE 670 Pricing

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?

MPE 720 Global Corporate Strategy

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.

MPE 780 Future Issues

With the pharmaceutical industry continually changing, this course will aim to address the most current and pressing issues. Topics in the course will change from month to month as the industry dictates.

MPE 795 Capstone

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.

Inquiries

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