Pharmaceutical & Healthcare Marketing Post MBA/Masters and Advanced Certificates for Executives

Stephen Porth, Associate Dean, Academic Affairs and Executive Director Graduate Business Programs
George P. Sillup, Ph.D., Chair, Pharmaceutical & Healthcare Marketing
Terese W. Waldron, Director
Kathleen Klarich, Market Development Manager/Program Administrator

Mission Statement
The mission of Saint Joseph’s Pharmaceutical & Healthcare Marketing Post MBA/Masters and Advanced Certificates 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 within state-of-the-art environments.

Objectives
The objectives of the Pharmaceutical & Healthcare Marketing Post MBA/Masters and Advanced Certificates for Executives are:

- to provide managers and executives employed in the pharmaceutical, biotech, medical devices, diagnostics, allied partners and healthcare industries with advanced education and developmental experiences.
- to provide highly qualified faculty of Saint Joseph’s University, complemented by domestic and international business and marketing experts retained as executive lecturers
- to provide modular format for the delivery of business concepts and skills specific to this industry

Admissions Requirements and Procedures
Students are admitted through a rolling admission process. Students applying for admission to the Pharmaceutical & Healthcare Marketing Post MBA/Masters and Advanced Certificates for Executives must have an undergraduate and/or graduate transcript from an accredited college or university. Admissions criteria:

- a completed application form
- official undergraduate, and/or MBA/Master’s Degree transcripts. International students need an official course-by-course evaluation by World Education Services (WES) of graduate education
- a résumé
- 4 (four) years of pharmaceutical or biotechnology industry experience

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 or 213 on computerized test on the TOEFL is required to take any courses in this 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 Word Education Services (WES) to have an official course-by-course evaluation of their graduate work. Additional information on WES transcript evaluation can be obtained by visiting them at www.wes.org.

Tuition and Fees: Pharmaceutical Healthcare Marketing Post MBA/Masters and Advanced Certificates 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. Students can view their bills through their student accounts in MySJU. 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. The following fees are in effect for the current academic year:
Tuition per 2 credit course $2900
Total tuition for Certificate $17,400

Academic Dismissal
Students enrolled in the Pharmaceutical & Healthcare Marketing for Executives Program who receive a grade of C or below for three (3) 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 nine (9) credit hours will be dropped from the program. All students must maintain a 3.0 GPA in the program to be eligible for graduation. The Pharmaceutical & Healthcare Marketing MBA for Executives 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.

Location and Time of Courses
The two-day course format accommodates the personal and professional demands of individual students. Courses are offered nearly every weekend year round. Students may attend as often as their schedule permits, completing the degree requirements at their own pace.
Courses are offered at ACE Center, Lafayette Hill, Pa. (15 minutes from Main Campus). Each course is completed in a Friday/Saturday classroom session, along with a pre- and post-assignment. Capstone (MPE 795) is a three-day course offered on a Thursday, Friday and Saturday. Visit www.aceconferencecenter.com for more information.
**Pharmaceutical & Healthcare Marketing Post MBA/Master's and Advanced Certificates Curriculum**

**BUS 582** Business Ethics  
**MPE 610** Drug/Device Regulations  
**MPE 620** Supply Chain Management  
**MPE 625** Creating Effective R&D: Integrating Product Strategy into the Drug Development Process  
**MPE 630** Marketing Research  
**MPE 640** Pharmacoeconomics  
**MPE 650** Competitive Analysis  
**MPE 660** Sales Management  
**MPE 700** Strategies for Managed Markets  
**MPE 710** Product Management  
**MPE 711** Pharmaceutical Strategy  
**MPE 715** New Product Launch  
**MPE 720** Global Corporate Strategy  
**MPE 770** Independent Study  
**MPE 780** Future Issues  
**MPE 781** Health Policy  
**MPE 795** Capstone  
**DSS 593** Forecasting

**Inquiries**  
Pharmaceutical & Healthcare Marketing MBA for Executives  
Ms. Kathleen Klarich  
392 Mandeville Hall  
Saint Joseph’s University  
5600 City Avenue  
Philadelphia, PA 19131-1395  
(610) 660-3155  
Email: kklarich@sju.edu  
Visit www.sju.edu/epharma

**Course Descriptions (6 Classes required for a total of 12 Credits)**

**BUS 582 Business Ethics**  
The course examines competing ethical claims upon the pharmaceutical industry in a market driven, profit seeking economy. The course begins with a discussion of a theoretical framework for moral analysis and proceeds to practical applications in pharmaceutical marketing.

**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.

**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 625 Creating Effective R&D**  
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. The objectives of this course are to (1) provide a background on drug development and commercialization process, (2) understand the role of the portfolio management in drug development, (3) identify the opportunities along all phases of the drug development process where marketing input would be valuable in shaping the development strategy, (4) explore and identify new opportunities where linkage between marketing, new product planning and the R&D/licensing process could improve cycle time, label development, time to launch and support better strategies for marketing and sales activities, and (5) develop a better understanding of the process/opportunities necessary for improving the business strategy, marketing planning and commercialization support via closer linkages to the research and development activities within Biopharmaceutical companies.

**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 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 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 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 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 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 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. The primary strategic framework for analysis is the Product Life Cycle.

MPE 711 Pharmaceutical Strategy
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.

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 770 Independent Study
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.

MPE 780 Future Issues in the Pharmaceutical Industry
A systematic effort to understand and develop the implications of pertinent, near- and long-term trends for the pharmaceutical industry and the way it interfaces with the other stakeholders in healthcare delivery, providers, payers, policy makers/regulators and patients

MPE 781 Health Policy
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.

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.

DSS 593 Forecasting
A comprehensive survey of the commonly used techniques in forecasting will be presented. The major categories of
forecasting approaches will be discussed. Includes presentation of case studies and forecasting with data sets. The computer will be used extensively throughout the course, primarily by using available programs to perform the calculations after the problem has been correctly formulated. Emphasis will be placed on the interpretation and implementation of results.