Requirements for the Pharmaceutical & Healthcare Marketing Major

Learning Goals and Objectives Pharmaceutical & Healthcare Marketing Major

**Goal 1:** Leadership: Students will recognize the ability to lead others to accomplish goals successfully.

**Objective 1.1:** Students will demonstrate the ability to lead in team situations.

**Objective 1.2:** Students will constructively work with team members to achieve its goals.

**Goal 2:** Knowledge of Functional Areas is to know the core concepts of each business discipline.

**Objective 2.1:** Students will be able to apply the core concepts of Accounting, Finance, Management, Marketing and Information Technology in PMK courses.

**Goal 3:** Critical Thinking and Problem Solving is the ability to think critically and generate viable solutions to problems.

**Objective 3.1:** Students will be able to analyze business scenarios in an integrative way.

**Objective 3.2:** Students will be able to make constructive and actionable recommendations for problem solving.

**Goal 4:** Interpersonal/Communication Skills is the ability to communicate effectively.

**Objective 4.1:** Students will demonstrate competency in written and verbal communication.

**Objective 4.2:** Students will be able to report results of collaborative problem solving and decision making processes concisely and effectively.

**Goal 5:** Ignatian Values is the ability to generate scholarship that embodies free, open inquiry and provokes imaginative thinking and reflection on values.

**Objective 5.1:** Students will show an ability to apply the Ignatian values of:

**Objective 5.1.1:** a commitment to rigorous education and lifelong learning;

**Objective 5.1.2:** an insistence upon ethical decision making;

**Objective 5.1.3:** a desire for social justice and a care and concern for others.

**Goal 6:** Global/Diversity is recognizing the challenges businesses face in a global economy and how firms must adjust to meet those challenges.

**Objective 6.1:** Students will appreciate the cultural issues firms must address to succeed in a globally diverse environment. This includes:

**Objective 6.1.1:** Understanding of and respect for diversity in the population and in organizations;

**Objective 6.1.2:** Understanding differences across cultures, ethnic groups, socio-economic groups, gender and sexual orientations

**Objective 6.1.3:** Appreciation of scholarship that embodies free, open inquiry and provokes imaginative thinking and reflection on values.

**Goal 7:** Program Specific is an ability to develop and express strategic approaches to the complex business related problems in the pharmaceutical, medical device, diagnostic industry and with health organizations associated to healthcare delivery.

**Objective 7.1:** Students will able to craft alternative strategies to address complex business-related situations as well as evaluate the pros and cons of those alternatives.

For students who entered SJU in the Fall of 2010 or later, or transfer students entering SJU in the Fall of 2010 with 14 or fewer credits:
GEP Signature Courses (See Curricula): six courses
1) First-Year Seminar PMK first-year seminars are PMK 140 and PMK 150; see course descriptions below
2) Faith & Reason
3) ENG 102 Texts and Contexts
4) HIS 154 Forging the Modern World
5) PHL 154 Moral Foundations
6) THE 154 Faith, Justice, Catholic Tradition

GEP Variable Courses (See Curricula): nine courses, including
1) ENG 101¹ Craft of Language
2) Non-Native Language # 1
3) Non-Native Language #2
4) Math Beauty
5) ECN 101 Introductory Economics (Micro)
6) Laboratory Science²
7) THEology Religious Difference
8) Philosophical Anthropology
9) Arts/Literature

¹Students may earn credit for English 101 by earning a grade of 4 or 5 on the AP English exam. If that is the case, the student may take ENG 102 during the fall semester of freshman year.
²Students must take one, three-credit, laboratory science courses, BIO 165 + 165, Exploring the Living World.

Integrated Learning Component (ILC): three courses
1) ILC#1-ENC 102 Macroeconomics
2) ILC#2* Orthodox Church
3) ILC#3* *Recommendations are: HIS 458 Epidemiology, HIS/SOC323 Health & Society, PSY 100 Intro to Psychology, PSY 122 Abnormal Personality, PSY 210 Research Methods, ART 173 digital Photo 1 or THE 366 Christian Medical Ethics

Free Electives: Six Courses
Please consult your advisor.
Recommended: PMK 180 Patient Access to Healthcare or PMK 190 Healthcare Delivery Alternatives (service-learning courses)

HSB (BC) Foundation Courses
1) ACC 101 Concepts of Financial Accounting
2) ACC 102 Managerial Accounting
3) DSS 200 Introduction to Information Systems
4) DSS 210 Business Statistics
5) DSS 220 Business Analytics
6) MGT110 Essentials of Organizational Behavior or MGT120 Essentials of Management
7) MGT 360 Legal Environment of Business I
8) FIN 200 Principles of Finance
9) MKT 20 Principles of Marketing

Courses in the Major: six courses
1) PMK 211 Healthcare Marketing Environment
2) PMK 221 Pharmaceutical Marketing Research
3) PMK 331 Pharmaceutical Sales Management
4) PMK 341 Supply Chain Management and Pricing
5) PMK 351 Pharmaceutical Promotions Management
6) PMK 461 Pharmaceutical Marketing Strategy I

Pharmaceutical & Healthcare Marketing Courses

PMK 150 FY Smart Healthcare Consumer (3 credits)
Becoming a smart healthcare consumer enables understanding of what having healthcare benefits means from the patient's perspective as well as from the way healthcare delivery works in the U.S. It will also provide insights about healthcare delivery from the perspectives of all stakeholders, who either directly provide care to patients, such as doctors, nurses or hospitals, or indirectly participate in healthcare delivery, such as those who influence, regulate, adjudicate and/or pay for it. Class time will be dedicated to enhancing knowledge using research techniques from the business reference librarian to learn about medical innovation and the influence for-profit medicine has on it as well as time-tested basics of effectively treating patients. Open to all freshmen

PMK 150 FY Global Healthcare (3 credits)
President Obama and Congress passed a milestone healthcare law that took effect in March 2010 and we will be present at the creation! To understand how this will impact healthcare delivery, we will be analyzing key issues:
* Who "wins" and who "loses"?
* What will change in the delivery of healthcare, if anything?
What can stop the ever increasing cost of healthcare?

Healthcare systems throughout the world: aka, is it better to get sick in France or in the US?

What are some of the abuses of healthcare in the US, especially, Fraud and Abuse and Antikickback

Students will conduct research in conjunction with the Drexel Library as well as integrate contemporary media, such as related movies, Sicko and The Constant Gardener, Congressional debates and cable news analyses.

Open to all freshmen

**PMK 180 SL 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.*

**PMK 190 SL Healthcare Delivery Alternatives**

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*

**PMK 211 Healthcare Marketing 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.*

**PMK 221 Pharmaceutical Marketing 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.*

**PMK 331 Pharmaceutical 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.*

**PMK 341 Supply Chain Management and 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.*

**PMK 351 Pharmaceutical 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, PMK 221, PMK 341.*

**PMK 461 Pharmaceutical Marketing Strategy and Planning (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.*

**PMK 465 Advanced Pharmaceutical 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

**PMK 471 Pharmaceutical Marketing Strategy and Planning 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.

**PMK 491 Pharmaceutical Internship/Independent Study 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.**