

POST-MASTER'S AND ADVANCED CERTIFICATES – CLASSROOM & ONLINE

CURRICULUM

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DSS 593	SALES FORECASTING	MPE 700	STRATEGIES FOR MANAGED CARE
MPE 610	DRUG/DEVICE REGULATIONS	MPE 710	PRODUCT MANAGEMENT
MPE 620	SUPPLY CHAIN MANAGEMENT	MPE 711	PHARMACEUTICAL STRATEGY
MPE 625	CREATING EFFECTIVE R&D: INTEGRATING PRODUCT STRATEGY INTO THE DRUG DEVELOPMENT PROCESS	MPE 715	NEW PRODUCT LAUNCH
MPE 630	MARKETING RESEARCH	MPE 720	GLOBAL CORPORATE STRATEGY
MPE 640	PHARMACOECONOMICS	MPE 770	INDEPENDENT STUDY
MPE 650	COMPETITIVE ANALYSIS	MPE 780	FUTURE ISSUES IN THE PHARMACEUTICAL INDUSTRY
MPE 660	SALES MANAGEMENT	MPE 781	HEALTH POLICY
		MPE 795	CAPSTONE

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.

DSS 593 SALES 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.

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: INTEGRATING PRODUCT STRATEGY INTO THE DRUG DEVELOPMENT PROCESS

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.

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 respond to, and anticipate, 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 715 NEW PRODUCT LAUNCH

Compelling, reliable new products are the sine qua non for survival for pharmaceutical, medical device and biotech companies. In increasingly difficult economic conditions, broader regulatory demands and more restrictive government budgets, this task is more challenging. One strategic response is Product Lifecycle Management (PLM) which is fast becoming not an option but a competitive necessity. This course focuses on the early phase of PLM—accelerating innovation. Students will touch on 5 key areas involved in NPDI —product innovation management, project management, product development, production and distribution scale-up and product commercialization. Specifically, students will discuss how to maintain visibility and control of new product investments, institute real-time collaboration among market, R&D and product planning teams, build models for customer and supplier capture requirements, maximize globally dispersed work forces, leverage low cost opportunities, produce products that meet future unmet needs, enable early supplier involvement, mitigate product liability risk and increase regulatory compliance.

MPE 720 GLOBAL CORPORATE STRATEGY

Introduction to international trade in pharmaceuticals. The course deals with contrasting distribution systems in various countries, alternative strategies of international marketing, approaches to international management, and the divergent roles of government and alliances between United States and foreign-based companies. The course also covers the status of harmonization.

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.

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.

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