Political philosophy, scientific breakthroughs and technology constantly reshape global healthcare. The industry leaders are looking for young professionals who understand these changes and have a grasp on the future of the pharmaceutical industry. A thorough understanding of efficient clinical research, innovation and managing complex healthcare costs are challenges we prepare our majors for when they leave Hawk Hill. Because the landscape is constantly changing, Saint Joseph’s provides pharmaceutical marketing majors with an elite faculty boasting both past industry experience and active consulting. This impressive faculty is supplemented by the industry executives brought in as guest lecturers for students in class and at the monthly PILOT – Pharmaceutical Industry Leaders of Tomorrow – meetings. The connections made through classroom visits and out-of-class experiences have led students to internship and job placement with pharmaceutical companies like GlaxoSmithKline, Johnson & Johnson, and Pfizer as well as supporting ad agencies, data managers, and clinical organizations.

The pharmaceutical & healthcare marketing major provides students with Co-op and traditional four year options. In each of these offerings, students study the global pharmaceutical industry, pharmaceutical marketing research, pharmaceutical marketing promotion, the pharmaceutical channels (supply chain) and pharmaceutical marketing strategy. Because pharmaceutical & healthcare marketing covers a broad scope of topics, students come out of Saint Joseph’s prepared to enter the job market in any number of fields. Graduates have found industry careers in Communications and Public Relations, Clinical Development, Market Research & Data Analytics, Marketing/Advertising, Sales and Trade/Supply Chain Analytics.

LEARN MORE ABOUT THE PHARMACEUTICAL & HEALTHCARE MARKETING MAJOR:
- Visit the Pharmaceutical & Healthcare Marketing Department’s website: http://www.sju.edu/int/academics/hsb/pharmmarketing/index.html
- Visit the Haub School of Business Leahy Advising Center, located in Mandeville 289
- Contact the Pharmaceutical & Healthcare Marketing Department to schedule a meeting with a faculty member by calling 610-660-3380
- Speak with current students in the major
- Schedule an appointment with the Career Development Center by calling 610-660-3100

WHAT CAN I DO WITH A MAJOR IN PHARMACEUTICAL & HEALTHCARE MARKETING?
Whatever you put your mind to! You can learn much more at www.onetonline.org. Following are descriptions of just a few of the careers you might pursue:

Clinical Research Coordinator: Plans, directs, or coordinates clinical research projects. Directs the activities of workers engaged in clinical research projects to ensure compliance with protocols and overall clinical objectives. May evaluate and analyze clinical data.
**Market Research Analyst:** Researches market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

**Regulatory Affairs Manager:** Plans, directs, or coordinates production activities of an organization to ensure compliance with regulations and standard operating procedures.

**Sales Manager:** Directs the actual distribution or movement of a product or service to the customer. Coordinates sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyzes sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

**Sales Representative (Technical/Scientific Products):** Sells goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as pharmaceuticals, biology, engineering and chemistry.

**HOW CAN I ENGAGE MY INTEREST IN PHARMACEUTICAL & HEALTHCARE MARKETING OUTSIDE THE CLASSROOM?**
There are so many opportunities to get involved at Saint Joseph's University – and to develop experience in your major while doing so! Here are just a few:

- American Marketing Association
- Cooperative Education Program
- Delta Sigma Pi
- Internship Program
- PILOT – Pharmaceutical Industry Leaders of Tomorrow

**OUTCOMES – A CLOSER LOOK AT SJU GRADUATES WITH DEGREES IN PHARMACEUTICAL & HEALTHCARE MARKETING:**
As depicted in the chart below, the majority of new graduates have started their careers in the pharmaceuticals field. Many others have selected a variety of industries. (Data from Saint Joseph’s University Career Development Center’s Post-Graduation Survey, 2008 – 2012.)

![Pharmaceutical & Healthcare Marketing Majors' Chosen Industries](chart)

*Other industries include: Not-for-Profit; Public Interest/Research; Technology*

**Here is a sampling of positions our graduates have accepted:**

- Account Executive
- Agent
- Account Service Analyst
- Client Service Specialist
- Area Sales Representative
- Biological Product Associate
Business Analyst
Business Development Manager
Case Manager
Clinical Data Analyst
Consultant
Financial Advisor
Health Care Communicator
Healthcare Sales Representative
Hormone Therapy Specialist
Human Resources Generalist
Inside Sales Representative
Key Account Manager
Manager, Marketing & Sales Operations
Manager, Marketing & Sales Operations
Market Research Analyst
Marketing Associate
Marketing Research Associate
Operations Analyst
Pharmaceutical Sales Representative
Project Analyst
Project Manager
Provider Relations Associate
Recruiting Specialist
Sales Representative
Sales Specialist
Technology Healthcare Analyst
Vaccination Specialist

Organizations that have hired our graduates include:

Adelphi Research
AFLAC
Alliance Health Care
AmerisourceBergen
Arraya Solutions
AstraZeneca
Bio-Imaging Technologies
Cardinal Health
Covance
Euro RSCG
Galderma Laboratories
Gap International
General Healthcare Resources, Inc.
GlaxoSmithKline
Health Market Science
HealthAnswers
ImpactRx
Intellisphere LLC
Johnson & Johnson
Libra Clinical Research Associates
McKesson
McNeil Consumer Healthcare
MedQuest Medical Inc.
Merck & Co., Inc.
Novartis
Novo-Nordisk
Pfizer
PharmaStrat
Quest Diagnostics
Sanofi Aventis
Target RX
T-Mobile
Transparent Health Network
United States Marine Corps
Verilogue
WebMD
Wyeth Pharmaceuticals
Xerox

Some of the graduate schools in which our students have continued their education, in programs including Business and Education:

Monmouth University
Saint Joseph's University
West Chester University


<table>
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<th>Graduation Year</th>
<th># of Respondents</th>
<th>Average Salary</th>
<th>Average Bonus</th>
<th># of Bonuses</th>
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GETTING THE JOB – SAMPLE PHARMACEUTICAL & HEALTHCARE MARKETING MAJOR RESUME:

Full Name
745 Main Ave. name@email.com 2805 2nd Street
Home, PA 19000 Philadelphia, PA 19131
111-111-1111 222-222-222

Education: Saint Joseph’s University, Philadelphia, PA
Bachelor of Science in Business Administration, May 2014
Major: Pharmaceutical & Healthcare Marketing
Major GPA: 4.0 Overall GPA: 3.79

Scholastic Accomplishments
- Beta Gamma Sigma Business Honor Society Member
- Academic Achievement Award Scholarship
- Dean’s List
- Athletic Honor Roll

Experience: Pfizer Inc. August 2013 – December 2013
Pharmaceutical Healthcare Representative Internship
- Managed an 80 doctor office sales territory, each representing top targets for CNS product line
- Territory responsibilities included: pre and post call planning tailored to specific doctor requirements, sample distribution, team management, schedule collaboration and expense reporting
- Successfully implemented product knowledge and selling skills in sales call training program

AstraZeneca May 2013 – August 2013
Operations and Strategic Services Intern
- Developed and maintain a detailed monetary tracking system for department managers
- Updated and distributed budget review packages to senior management
- Maintained monthly product inventory reports
- Measured progress of Operations projects for presentation to senior management

Sandwich Mill, Kulpsville, PA August 2011 – January 2013
Assistant Manager
- Responsible for new employee training and inventory control

Activities: PILOT (Pharmaceutical Industry Leaders of Tomorrow) – Member
Saint Joseph’s University Rowing Team (Division I) – Captain

Skills: Proficient in: MS Word, PowerPoint and Excel; fluent in Spanish

FURTHER ASSISTANCE WITH YOUR MAJOR AND CAREER OPTIONS:
The Career Development Center can help you with the process of choosing a major and exploring your career options. For assistance, please call 610-660-3100 to schedule an appointment to meet with a Career Counselor.