

PHCY 5541

Introduction to Biopharmaceutical Marketing and Product Representation

3 Credit Hours

Background:

The pharmaceutical industry is considered to be the most profitable sector of the global economy, with profit margins of many leading pharmaceutical companies estimated to be between 70 to 80 percent. Much of the success within the industry and among pharmaceutical firms can be traced to effective marketing and promotion of pharmaceutical products, to both consumers and healthcare professionals.

According to recent estimates, the Top 20 pharmaceutical companies spent more than \$14 billion (USD) on total promotion, of which, \$10 billion (USD) was dedicated to professional detailing in 2013. Within the US, the task of professional detailing is supported by an estimated 80,000 professional sales representatives. Although the industry as a whole has experienced significant financial success and growth, a mix of new product entries, increased competition, generic encroachment, and managed market pressures has increased the need for skillful and effective biopharmaceutical sales representation. The successful biopharmaceutical sales representative recognizes the components associated with the role and will be able to harmonize marketing and sales communication strategies throughout their interactions with healthcare professionals.

Course Description:

The focus of this course is to provide a critical review of selected scholarship literature and empirical evidence in various topic areas within the fields of biopharmaceutical marketing, sales promotion, communication, and selling effectiveness. More specifically, this course will focus on the history and structure of the biopharmaceutical product representative function and the theoretical domains associated with the activities and influence of interactions between the representative and healthcare professionals.

Course Purpose:

The overarching theme of this course will be Elements and Examination of the Biopharmaceutical Product Representative. Healthcare providers can be conceptualized as surrogate consumers and decisions on appropriate pharmacologic interventions are motivated by a complex consideration set. Levering published research, pragmatic market results, and individual case studies, this course will explore the elements of the biopharmaceutical sales representative role and the components associated with the responsibilities of the representative in the healthcare marketplace. The course will begin with an overview of the biopharmaceutical industry and the biopharmaceutical sales professional function. The course will then when move into a study of pharmaceutical marketing, communication and selling effectiveness theory, and the meaning of marketing and sales promotion within the market. The course and will conclude with specific case studies.

Place and Time of Class Sessions:

This course will be taught primarily in a synchronous fashion. Virtual classroom sessions will be held live each week on Sunday afternoon/evening. Students will be responsible for completing course materials as their time permits, each week, during the 7 weeks of the course, with quizzes and exams being administered on weekends. Discussion board sessions will be held around the clock during the course. Students are expected to actively participate in discussion board on a regular basis.

Course Objectives:

Upon successful completion of this course, the student will be able to:

1. Identify and describe the marketing principles and processes associated with the biopharmaceutical industry
2. Identify and describe the distinctions associated with biopharmaceutical marketing and the biopharmaceutical industry compared to other well-known markets and marketing practices
3. Discuss the types of products that entail the biopharmaceutical marketplace and the marketing and product representation role in the development and approval of such products
4. Discuss the role and implications of pricing strategy in the biopharmaceutical industry
5. Identify and describe the promotional and marketing activities and practices associated with the biopharmaceutical industry
6. Discuss the theoretical domains and practical implications covered in the literature related to advertising, communication and selling effectiveness, and sales management
7. Discuss the regulatory environment as it relates to biopharmaceutical marketing and product representation
8. Identify the recent trends and new channels in biopharmaceutical marketing and product promotion

Course Learning Resources:

Rollins, Brent L and Perri, Matthews. (2014). *Pharmaceutical Marketing*. Jones & Bartlett Publishers.

Additional course resources, to include posted video lectures, expert videos, and journal articles

will be accessible through the dedicated online course portal.

Course Structure & Outline:

A live online virtual class will be held using the virtual classroom prior to the start of the course. This orientation class will provide an explanation of course structure and operations, and it will provide an opportunity for students to meet the instructor and to meet each other.

Classes will then be held weekly, with multiple choice quizzes following weeks 1, 2, 3, 5 and 6, and short answer/essay exams following weeks 4 and 7.

Evaluation Techniques:

Class participation	30%
Quizzes & Exams	40%
Final presentation	30%

Grading:

A:	90 - 100
B:	80 – 89
C:	70 – 79
D:	60 – 69
F:	<60

Class Attendance Policy:

Students must regularly attend online classes and productively participate in discussion board. Each student is expected to initiate two original threads per week and three responsive threads that follow the original thread posted by another student. All threads, whether original or responsive, must relate directly to the course material for that week, and must indicate reflective consideration of the material.

Quiz/Exam Policy:

Inquiries regarding quizzes and exams should be directed to the course coordinator, preferably prior to the assessment, and always within a week following the assessment.

Makeup Quiz/Exam Policy:

Students who are excused from a quiz or exam will not be required to make up that assessment and their final grade will be calculated without consideration of the missed assessment. Students who are not excused from a missed quiz or exam will receive a grade of zero on that missed assessment. Any student who misses quizzes and/or exams of a sufficient number that indicate the student has not completed enough coursework to achieve the objectives of the course will be given an incomplete (I) grade for the course.

Policy on Old Quizzes and Assignments:

All quizzes and exams will be posted, with answers, to the course discussion board, and these materials may be shared with anyone who wishes to have them.

Academic Dishonesty Statement:

The University of Wyoming is built upon a strong foundation of integrity, respect and trust. All members of the university community have a responsibility to be honest and the right to expect honesty from others. Any form of academic dishonesty is unacceptable to our community and will not be tolerated. Teachers and students should report suspected violations of standards of academic honesty to the instructor, department head, or dean. Other University regulations can be found at: <http://uwadmnweb.uwyo.edu/legal/universityregulations.htm>

Disability Support Statement:

The University of Wyoming is an affirmative action/equal opportunity educator and employer. If you have a physical, learning, or psychological disability and require accommodations, please let the instructor know as soon as possible. You will need to register with, and provide documentation of your disability to University Disability Support Services (UDSS) in SEO, room 330 Knight Hall. The University Disability Support Services website, which may be found at: <http://uwadmnweb.uwyo.edu/udss/facultyandstaff/tipsforteaching.asp> or you may contact UDSS for more information at (307) 766-6189, TTY: (307) 766-3073