

Marketing
Course Number: 22:630:617
Course Title: Pharmaceutical Marketing Research

COURSE DESCRIPTION

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This course will educate on the key aspects of market research in the pharmaceutical industry. Topics of discussion will include qualitative techniques, along with managed care and emerging research technologies. The course will apply everything to the pharmaceutical industry with “real world” examples, case studies, and outside guest speakers. Students will be expected to participate actively and they will be a part of a vibrant course with many guest speakers and facilitators. Students are NOT required to know anything about the pharmaceutical industry before this course and there are no prerequisites.

Course Introduction

The fast-moving nature of the US Pharmaceutical Industry, along with the disparity of stakeholders, makes efficient market research design challenging and yet critical for all stakeholders. A simple “one size fits all” approach will simply not meet the needs of this complex environment. Market researchers, along with their colleagues in marketing and Senior Management, must blend techniques and target audiences with sophistication and seamlessness.

This course is intended to prepare students to understand the key parts of market research in the US Pharmaceutical industry. Students who learn the concepts and techniques will help drive a more efficient health care delivery. Students will be prepared to work with market research from any one of multiple perspectives – the client (pharmaceutical company) the consultant/supplier, or any other stakeholder.

The faculty member reserves the right to modify this syllabus.

COURSE MATERIALS

Technology Requirements

Students must be able to use personal or RU email system to communicate with instructor and classmates, use Internet capabilities to retrieve research information, develop a graph, digital illustration using Word, PowerPoint or Excel software and student must be competent in word processing.

Textbook

There is no textbook

Recording

No audio or video recording is allowed for any aspect of the course by any student. The Professor reserves the right to include photos on LinkedIn as appropriate. If any student has any concern, just let me know.

Other Required Reading Assignments

Students may have a variety of reading assignments and/or internet-related assignments; book chapters, journal articles and research abstracts. Each week as appropriate students are expected to read the scheduled materials before class to enable comprehensive discussions of scheduled topics to occur in class. Students are expected to research guest speakers before the speakers visit the class and be prepared with questions.

LEARNING GOALS AND OBJECTIVES

Course Objectives

The objectives of this course are to provide an understanding of the major techniques of primary market research on issues in the pharmaceutical industry.. This course is designed to help students develop:

- 1) A thorough understanding of *qualitative* market research techniques, including the strengths, weaknesses, and caveats of the various techniques.
- 2) A basic understanding of *quantitative* market research techniques, including the strengths, weaknesses, and caveats of the various techniques.
- 3) An understanding of *pricing* market research techniques.
- 4) An understanding of how *managed care* and reimbursement affect research design and

execution

Course Content Style

This course will leverage multiple tools and techniques:

- 1) Lectures
- 2) Guest speakers from the pharmaceutical industry and market research consultancies
- 3) Class discussions
- 4) Case studies
- 5) Individual and/or in class group exercises

COLLEGE RESOURCES

Computer Accounts: Computer accounts, including an e-mail account, are provided to all students at no charge. These accounts provide access to the University computer labs, e-mail, Internet, and various software packages. To obtain an account, go to the Library Help Desk.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

PROGRAM POLICIES

Program Policies

Academic Integrity: As stated the Academic Policies and Procedures Section of the Graduate Catalogue:

University programs require high standards of academic integrity. All forms of dishonesty whether by act or omission, including, but not limited to, cheating, plagiarism and knowingly furnishing false information to the University are prohibited and may elicit University sanctions of suspension or expulsion.

Drop or Withdrawal from Course: Students should consult the current Registration Handbook for information regarding the policies and procedures concerning dropping or withdrawing from courses.

ASSIGNMENTS / REQUIREMENTS

- 1) Reading/prep before class: Students will be expected to prepare for each class through multiple techniques. First, students will research and read all reasonably available information for each guest speaker. ***Students will be evaluated by the quality of their participation and questions for each guest—this is NOT a “sit back and watch” course.*** Students will also be expected to prepare for class discussions and visits by guests.
- 2) Group Assignment:
 - a. The class will be divided by the Professor into working groups with no more than 4 people in each. The groups will develop questionnaires for a topic as directed during the course. Groups will submit the entire questionnaire for grading. Groups will also be evaluated for their in-class moderation.
- 3) Short Assignments – There will be short individual writing assignments in the course to be described.
- 4) Final Exam

During the class prior to the final scheduled class, a final examination will be distributed. The final examination will enable the student to show mastery of the course material.

Class Expectations

Reading Assignments / Class Preparation

Reading assignments are to be read prior to the scheduled class discussion to allow for greater discussion and analysis of readings and topics in class. Students are expected to participate in discussions.

Students are encouraged (however, not required) to form study groups to review class materials, to discuss notes and readings, and to prepare for discussion group sessions and the final examination.

Honor Code

The actual writing of the analytical paper and final exam must represent the student's own work. You may not discuss the examination questions with other students. If you need clarification of the exam questions, you may email or call the instructor.

Questions

If you have any questions or comments about the class, lecture sessions, exercises, or homework assignments, you may email or call the instructor.

GRADING POLICY

Grading Policy

In accordance with Rutgers University Academic Policy, grades will be calculated on student performance. Final course grades will be A or A- or B+ or B or C+ or C or F. Students do not compete against each other for grades: there is no curve or targeted average GPA for the course – great work earns great grades.

Grade Calculations

Course grades will be calculated on the basis of take home exercises, in-class exercises and participation in group discussions, as well as group projects and examinations.

1) Take home work/In-class exercises/ class participation	20
2) Special short assignments throughout the course	20
3) Group research project and presentation	20
4) Final exam	<u>40</u>
	100 points

Participation in class discussions and exercises is expected and part of the grade. Attendance is not quantified and thus missing class does not necessarily lower the grade. However, participation is a key graded part of this course.

Student requests for extra credit will be considered and allowed as appropriate with approval.

COURSE SCHEDULE

Topic/ Discussion	Assignment for Class
<p>Introduction to Course</p> <ul style="list-style-type: none"> • Introductions & Course Requirements • Primary Data vs Secondary Data • Quant/Qual Market Research • Roles in Pharma Sales & Marketing <p>Qualitative Techniques</p> <ul style="list-style-type: none"> • Open end vs Closed End Questions • Ratings and Rankings • Scales – Numbers and Words 	None
<p>Building Blocks for Pharma Market Research</p> <ul style="list-style-type: none"> - Primary Data vs Secondary Data - IQVIA data and its applications - Marketing Mix - Overall goals of Pharma Market Research - RFPs, Honoraria, etc - Setup for next week – honoraria and recruiting and moderating 	
<p>Optimizing sample design for market research projects</p> <ul style="list-style-type: none"> -Identifying primary stakeholders -Providing varying budget options -Connecting research objectives to sample design 	

<p>Role of Pharma Sales Rep</p>	
<ul style="list-style-type: none"> • Recruiting and Screeners – AJ Shaw – VP • Facility Overview • Technology – FocusVision etc <p>Role Plays</p>	

<p>Methods – Why groups or 1-1? -Strengths and weaknesses of major qualitative methods</p> <p>Sample Design and Project Plans</p> <ul style="list-style-type: none"> • Screener Design • Recruiting Criteria • Sample Design Considerations • Timelines and Gantt charts <p>Group Project Working Session</p> <p>Distribute Midterms & Group Assignments</p> <p>- One hour of group work time</p> <p>In-class time to work in groups on midterm project assisted by Professor</p>	
<p>Midterm Project work class period</p> <p>Coach:</p>	

()	
<p>Group Project: Physician Interview</p> <p>Each group will submit at start of class:</p> <p>Screeners</p> <p>30 minute telephone discussion guide for PCP</p> <p>Class time will be used for role plays and feedback</p>	
<p>Managed Care Market Research</p> <ul style="list-style-type: none"> • “Intent to Reimburse” • Managed Market Stakeholders • Copay level impact research • Complex Medical Issues Research <p>()</p>	
<p>Building on the Basics</p> <p>-Creative respondent sample design</p> <p>-Innovative Research Methods</p> <p>Guest Speaker – ()</p>	
<p>Building a Research Plan</p> <p>Guest: ()</p>	
<p>Sales & Marketing of Market Research</p> <ul style="list-style-type: none"> • RFP Development 	

<ul style="list-style-type: none"> • Bids and Costs • Proposals • Procurement Processes <p><i>Finances of projects, firms, market research professionals, salaries, bonuses, firm capital structures, etc</i></p> <ul style="list-style-type: none"> • Guest: () 	
<p>Firm or Team Management</p> <ul style="list-style-type: none"> • Market Research M&A • Firm/Team Management • Last tips for proposals <p><i>Inside scoop from Professor on M&A process and “real world” stories of the deal – always a highlight of the semester!</i></p> <p><i>Distribution of Final Exams – time to discuss best practices / advice</i></p>	
<p>No Class</p>	
<p>Final Exams Due by midnight electronically</p>	

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]