

Marketing
Course Number: 22:630:619
Course Title: Managing the Pharmaceutical Sales Force

COURSE DESCRIPTION AND OBJECTIVES

Within the Pharmaceutical market, sales and ultimately share growth are a result of needs based, consultative selling complemented by various other marketing tools and tactics. The promotional, consultative approach to selling within the pharmaceutical industry complements the overall marketing strategies, which have become almost scientific within this segment of the global pharmaceutical market. Given that, leadership and management of a Pharmaceutical Sales Force presents unique challenges to overcome which are critically important to the success of a product as well as the success of an overall in-line brand portfolio. During this course we will explore all of these elements, which when managed properly will lead to the achievement of objective measurements for success. The success or failure of a marketing strategy is generally contingent on the quality of sales management, which will be explored in depth during this course.

This course is designed for the graduate business student with the following objectives in mind:

- **Recognize the skills required of a successful sales representative and sales manager within the pharmaceutical industry**
- **Provide insights and knowledge of the challenges of pharmaceutical sales/marketing**
- **Differentiate the selling a specific pharmaceutical product to the medical community versus a commodity product**
- **Introduce the student to the tactical elements of successful sales and marketing plans**
- **Provision of analytical data from actual sales teams so students can delve into the decision-making process of structuring sales teams**
- **Provide the student with an understanding of the link between a manufacturers sales and marketing and the impact this link has on overall business in an environment of change**

COURSE REQUIREMENTS

20%	Class Participation, Attendance and Preparation
15%	Article Review
25%	“Virtual District” Project Report
15%	Pharmaceutical and Biotech Industry Paper
25%	Final Exam

COURSE FORMAT

The course will be conducted in a lecture and discussion format.

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.

CLASS PARTICIPATION AND PREPARATION

Class participation will take place not only during the article reviews and Virtual District Group project, but also in the regular course of classes during the semester. Emphasis will be given to the development of fruitful exchange among classmates and instructors during class discussions as opposed to dialogue and didactic presentation between individual lecturers and students.

Participation will have an impact on the grades at the end of the semester. It is possible that students with “borderline” work can positively impact their course grade as a result of their respective level of class participation. The basic goal is to encourage participation in order to learn more about the Pharmaceutical Industry and its sales and marketing practices. Getting involved and being engaged is part of the learning process and provides for a more stimulating class that is more meaningful than just attending a series of lectures on sales, sales management, and marketing.

ARTICLE REVIEW

Each student will sign up to present an article to the class on the topic of their choice. The student will prepare a PowerPoint presentation reviewing the article and sharing key learnings to the class. The PowerPoint slides will be emailed to the instructor **no later than the ()** prior to the class day they will be presenting. A schedule will be generated.

Presentations are expected to be approximately 6-8 minutes in length and consist of between 6 and 8 PowerPoint slides.

Virtual District

Students will be provided actual sales data with trends, resumes for selection or other key decision points for a sales team they will “manage.” Decisions surrounding personnel, promotion emphasis and other areas will be required based on information provided in class and an analysis by the student. A written report with recommendations as well as a complete oral summary will be required. This project will be conducted in a small group.

PHARMACEUTICAL & BIOTECH INDUSTRY PAPER

From the perspective of the Commercial Organization of the pharmaceutical and biotech industry you will be asked to write a 2-3 page paper. This paper will demonstrate the student’s ability to understand where the industry has been, where it is currently and where it will be in the future. The student will also demonstrate understanding of various topics covered in class and incorporate this unique knowledge in to the paper. The exact topics will be assigned sometime during the first half of the semester. The paper can be submitted electronically.

Key elements that will be graded:

- Paper structure
- Incorporation of topics learned in class
- Ability to defend/support your key points

Papers may be turned in hard copy or via e-mail no later than () *at* ().

EXAM DATES AND POLICIES

The final exam is scheduled to take place on (). The final will cover all materials read and discussed in class.

The Paper, Virtual District group project and article reviews will carry the majority of the weight for the entire class grade. It is the belief of the course instructors that one learns by doing.

COURSE SCHEDULE

<u>Session</u>	<u>Date</u>	<u>Activities</u>	<u>Instructors</u>
1		Introduction / Semester overview	
2		Recruiting	
3		Training	
4		Analytics	
5		Marketing Strategy	
6		Sales rep/DM Panel	
7		Specialty Managed Mkts	
8		DM Panel	
9		Performance/Talent Management	
10		Leadership	
11		Project Presentations	
10		Field Force Compliance	
12		Final Exam Review	
13		Final exam	

* All topics and instructors are subject to change

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.]