

USC Mann

Alfred E. Mann School of Pharmacy
and Pharmaceutical Sciences

BPSI 411: Biopharmaceutical Marketing Analysis and Strategy

- Instructor:** Ken S. Wong, PharmD, MPH (Course Coordinator)
Associate Professor, Department of Pharmaceutical and Health Economics
USC Mann Division of Healthcare and Biopharmaceutical Business
kswong@usc.edu
213-821-1877
Office: VPD 314
- John Stofko, MBA, MPH
Associate Professor, Department of Pharmaceutical and Health Economics
USC Mann Division of Healthcare and Biopharmaceutical Business
johnstofko@usc.edu
Office: VPD 314
- Dan Tomaszewski, PhD, PharmD
Associate Professor, Department of Pharmaceutical and Health Economics
USC Mann Division of Healthcare and Biopharmaceutical Business
dtomasze@usc.edu
Office: VPD 314
- Office Hours:** By appointment
- Course Weight:** 4 units
- Day/Time:** Tuesday and Thursday, 2:00 PM – 3:20 PM
- Location:** SGM 226

Catalogue Description: *Introduces marketing analysis and strategy for biopharmaceutical drugs. Learn to conduct analysis to develop integrated marketing strategies and to execute on marketing and promotion plans.*

Introduction

New biopharmaceutical innovations have the potential to improve longevity and quality of life. To deliver this potential value, biopharmaceutical manufacturers must navigate the labyrinth of third-party payment systems, regulations, and patient privacy rules to market their new innovative drug treatments. Moreover, the development and execution of successful marketing strategies are essential to a commercial drug product for shareholder return and to fund further research of innovations. The goal of this course is to introduce students to marketing analysis and strategy for biopharmaceuticals. Students will learn how to conduct analyses that support the development of an integrated marketing plan and to execute on a marketing and promotion plan for biopharmaceutical drugs.

Objectives

This course is designed for undergraduates of both scientific and non-scientific majors with an interest in learning about economic principles and concepts underlying the biopharmaceutical and health care industries. Chapters from the textbook will be supplemented with journal articles and other timely materials such as policy white papers and newspaper articles. Students will critically evaluate and debate policy positions and emerging topics will be discussed. Upon successful completion of this course, the student should be able to:

- Recognize the importance of marketing at a biopharmaceutical company and how marketing relates to other business functions.
- Gather, analyze and develop conclusions from market and environmental data.
- Utilize marketing mix to define the marketing elements needed for a successful biopharmaceutical product offering.
- Develop marketing strategies, including segmentation, targeting, and positioning, to achieve strategic objectives.
- Build an effective biopharmaceutical marketing plan to promote a new product.
- Make strategic recommendations and effectively communicate to key stakeholders and medical decision-makers.
- Discuss role competitive intelligence can play in new product development, marketing timing, and tactics.
- Demonstrate product key messages and differentiation methods in biopharmaceutical marketing.
- Evaluate and explain different types of marketing messages, direct-to-consumer advertisement and regulatory measures.
- Discuss the role of medical affairs in the communication and education of a products clinical and economic value.

Evaluation and Grading

Evaluation will be based on in-class quizzes, in-class projects, group project and presentation, midterm exam, and final exam with the following breakdown:

Description	Percent
Quizzes	20%
Class Participation & In-Class Exercises	20%
Group Project & Presentation	20%
Midterm Exam	20%
Final Exam	20%

Quizzes (20%)

Quizzes will be administered over the course of the semester to count towards their grade. The quizzes will be based on questions from the lecture and from the textbook and will include multiple choice, T/F and fill-in the blank questions.

Class Participation and In-Class Projects (20%)

There will be in-class projects administered over the course of the semester. These projects are designed to reinforce course material by having students work in small groups to accomplish specific objectives and apply knowledge from lecture and readings. Specific details will be provided for each in class project.

Group Project and Presentation (20%)

Student teams will be assigned a group project in which they will develop a marketing plan for a new biopharmaceutical drug. Student teams will utilize information and skill learned from the class lectures, readings, and student's individual research. Student teams will present their project to the class at the end of the semester.

Midterm Exam (20%)

The midterm exam will be a combination of true/false, multiple choice, short-response, and problem-solving questions.

Final Exam (20%)

The final exam will be a combination of true/false, multiple choice, short-response, and problem-solving questions.

Course Readings

Required Readings (additional readings from recent publications and articles will be specified and posted on Brightspace).

Textbook: Rollins. B. Pharmaceutical Marketing. 2014. Jones & Bartlett Learning.

Supplemental Readings (selected essays, videos, and other media)

Other topical materials including but not limited to the syllabus, supplemental reading assignments, and additional handouts will be posted on <https://brightspace.usc.edu/d2l/home>. Students will also be encouraged to use the online discussion sessions (via Brightspace) as an additional learning tool.

Course Outline

This course will be in the format of a directed seminar/lecture under the guidance of the instructor for the specific session. During each weekly session, the instructor will engage the students with questions and draw comments or interpretations primarily based on the assigned reading. Students are expected to ask questions and participate in an interactive fashion.

Week	Topics	Reading
1	Introduction to Biopharmaceutical Industry	Rollins
2	Marketing Principles	Rollins
3	Medical Decision Making	Rollins
4	Value & Evidence in Healthcare	Article posted
5	Drug Supply Chain	Article posted
6	Drug Pricing and Reimbursement	Rollins
7	Market Access Strategy & Midterm Exam	Article posted
8	Market & Competitive Landscape	Article posted
9	Product Positioning & Strategy	Article posted
10	Marketing & Promotion Strategy	Rollins
11	Biopharmaceutical Marketing Plan	Group Project Assignment
12	Market Research & Analytics	Rollins
13	Digital Marketing for Healthcare Professionals & Consumers	Article posted
14	Medical Affairs Strategy	Rollins
15	Group Presentations: Biopharmaceutical Marketing Plan	
TBD	Final Exam	

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on [Research and Scholarship Misconduct](#).

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University’s educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086

eeotix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and micro-aggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

osas.usc.edu

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 821-4710

campussupport.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

ombuds.usc.edu

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-3340 or otfp@med.usc.edu

chan.usc.edu/otfp

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.