

JOHN MOLSON SCHOOL OF BUSINESS
Department of Marketing
MSCA 672Z/4/A
Seminar in Pharmaceutical Marketing
Winter 2011

Instructor:

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MB 13.215

Office hours: 10:30 to 11:15 Thursday or by appt.

Thursday 11:45-14:30

Course Objectives:

The objective of this course is to provide the student with a thorough understanding of current practices and critical issues in the pharmaceutical industry. Both conceptual frameworks and research implications will be emphasized through the use of scholarly articles and class discussions. Guest speakers, when appropriate, have been invited to discuss issues of interest to the class, in particular, on Canadian industry topics. **Please note that assignments may be rearranged to accommodate the schedules of the guest speakers.**

Course Materials (required):

Lea Katsanis, *Class Notes*(2010), posted on First Class weekly.

List of scholarly articles to be provided as reading list.

Optional Resources:

Pharmaceutical Executive

Med Ad News

Journal of Pharmaceutical Marketing and Management

Health Marketing Quarterly

Medical Post (Canadian publication)

Journal of Marketing

Journal of Marketing Research

Journal of Consumer Research

Journal of Public Policy and Marketing

You may find the following books of interest; they take very different positions on the role of the industry:

LaMattina, John L. **Drug Truths: Dispelling the Myths about Pharma R & D.** Wiley, New York, 2009.

Moynihan Ray, and Alan Cassel. **Selling Sickness.** Nation Books, New York, 2005. (Canadian authors).

Note that these may be found on amazon.com.

Learning Mix:

Typical Class Activities: A typical class will consist of a short lecture, and discussion about the reading for the week (with an article analysis presentation in most classes).

Article Analysis: You will be required to analyze a scholarly article not on the reading list to present to the class. You will comment on the contribution to the literature, the research methodology, whether an alternate method could have been used as effectively, and how the research can be extended. This will be a team project (size of group will depend on the number of students in the class).

Research Paper: You will be required to submit an individual 25 page research paper (this is the **maximum** length accepted – papers which exceed this length will lose marks). You may pick a topic within the pharmaceutical marketing area which interests you. The topic must be cleared with me and a brief written description must be submitted. Guidelines for the paper will be provided separately. The paper is due the last day of classes; although you will be asked to present your papers to the class prior to the final submission.

Class Participation: Class participation is essential to truly benefit from the activities we undertake. Therefore, as mentioned above, all students are required not only to have read the relevant articles, but to also ask questions of the team, the professor, as well as to offer their own ideas. You will be graded on the content of your questions and the quality and thoughtfulness of your interaction with both myself and the other students in the class. I keep a weekly record of your participation, which includes an evaluation of all of the above.

Evaluation of your Performance:

Article Analysis	40%
Research Paper	40%
Class Participation	20%
TOTAL	100%

Letter grades will be given for all assignments, and are equal to the grade point equivalents (e.g., 4.3 is an A+, etc.) as per the University Calendar. Then, each element of your performance will be weighted as per the percentages above, and your final grade calculated.

General Housekeeping:

1. All papers must be typed and double spaced. **No condensed type (anything below 11 point) will be accepted.** No handwritten assignments will be accepted and any handwritten editing or writing on final documents will result in grade reduction.
2. Whether written work is completed in English or French, it is expected to be grammatically correct, with no spelling or typographical errors. Please remember that computer spell check only verifies correct spelling, not the incorrect usage of a word. Excessive errors, sloppy presentation style and poor writing will result in grade reduction.
3. All written work is due on the assigned date, and no exceptions will be made for other than illness documented by a medical letter. If a presentation is to be missed because of illness, the professor must be notified within 24 hours. The policy for missed presentations is that the student will complete a 10 page research paper on a topic selected by the professor. The paper will be due within one week from the date of absence. With respect to research papers, case studies, papers not submitted at the beginning of the class on the due date will automatically lose one letter grade for each 24 hour period they are late. If your papers need binding, printing, etc., these must be done well in advance. Computer crashes, printer breakdowns and the like are not considered acceptable excuses.
4. Students are expected to be aware of regulations regarding Cheating and Academic Misconduct. The Faculty has been requested to include the following statement on all course outlines: *“The Code of Conduct (Academic) at Concordia University states that the integrity of University academic life and of the degrees, diplomas and certificates the University confers is dependent upon the honesty and soundness of the instructor-student relationship and in particular, that of the evaluation process. As such, all students are expected to be honest in all of their academic endeavours and relationships with the University (Undergraduate Calendar, section 16.3.14 or Graduate Calendar 2005-2006 p. 667). All students at Concordia are expected to familiarize themselves with the contents of this Code. You are strongly encouraged to visit the following web address: http://secretariat.concordia.ca/policies/academic/en/AcademicCode_Conduct2008.pdf, which provides useful information about proper academic conduct.”*
5. Messages concerning class activities will be posted on the First Class Bulletin Board, which can be accessed through the Concordia University Website. Our folder is MARK 691/4/AA. You are responsible for checking this message board **a minimum of once a week** prior to class for any important messages, changes to assignments for the week, class schedules, etc.

COURSE OUTLINE

SESSION	TOPIC AND READINGS
January 7	Introduction to Pharmaceutical Marketing Course
January 14	Pharmaceutical Industry Structure – Stakeholders: Their Relationships and Importance to Marketers
January 21	Promotion to Physicians
January 28	Direct to Consumer Advertising
February 4	Advertising Regulations - PAAB
February 11	The Role of the Pharmaceutical Product Manager
February 18	Pharmaceutical Branding Considerations
February 25	SPRING BREAK
March 4	Research in Pricing of Pharmaceutical Products – Provincial Formularies and the PMPRB
March 11	Social Media: Physicians and Consumers
March 18	Generic Companies and their Future Strategies
March 25	Ethical Issues in the Pharmaceutical Industry
April 1 & 8	RESEARCH PAPER PRESENTATIONS Papers due April 8

GUIDELINES FOR PEER EVALUATIONS

Each member of a group must submit a peer evaluation (attached) for both the issue analysis and case study. Unless this evaluation is completed, you will receive a fail for the project. A peer evaluation must be filled out for each of the two group projects, the case study and the article analysis.

Each group member will receive an individual grade. In order to remain as unbiased as possible, I will read and grade each paper prior to reading the peer evaluations. After assigning the project a grade, I will then consider the group's evaluation of each group member. The final grade you receive will be based on both my evaluation of the group project as well as the group's evaluation of you. If your group has not evaluated you consistently, the individual student will be favored and you will receive the higher grade. All peer evaluations are confidential. The grading scale is as follows:

Group grade of A = 100% of paper grade
Group grade of B = 90% of paper grade
Group grade of C = 80% of paper grade
Group grade of D = 70% of paper grade
Group grade of F = FAIL

For example, if the project receives a B, but your group assigned you a C, you will receive 80% of 3.0 (which would be 2.4, or C+). If the group assigned you an A, then you would receive a B, the full grade for the paper.

PLEASE DO NOT E-MAIL THESE TO ME. THEY MUST BE HANDED IN HARD COPY DURING CLASS. THEY ARE POSTED ON THE FIRST CLASS FOLDER. YOU MUST SUBMIT AN EVALUATION FOR EACH ASSIGNMENT.