



Biomedical Marketing Syllabus

HCAK 470, Winter 2024
Section 81: M Evening, 6 - 9

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Updated October 17, 2023

Course Description

The biomedical industry is beginning to understand and appreciate the importance of marketing. It is becoming clear that success in the industry comes from a combination of great science and strong, thoughtful marketing.

The core marketing concepts are broadly applicable across industries. Positioning, for example, is important for every business. However, the biomedical industry presents unique marketing challenges; marketers deal with complex regulatory, competitive, scientific, and ethical issues.

This course studies how marketing and strategy concepts play out in the biomedical industry. It includes case studies, guest speakers, student projects and discussions.

The overall goal of the course is to build your skills as an effective marketing leader in the biomedical industry. Specifically, the course will help you to:

- Understand the key players
- Apply marketing strategies in the biomedical industry
- Appreciate the importance and significance of rules and regulations
- Think through ethical issues and considerations

The Biomedical Marketing course includes cases about some of the most important and interesting medications and devices in the healthcare industry.

By taking the course, you will be a much more informed healthcare leader, consultant, patient, and caregiver.

Reasons to Take the Course

There are three reasons to take the course.

1. To accelerate your career in healthcare: pharmaceuticals, medical devices, consulting, insurance, hospitals, private equity.
2. To learn more about marketing and strategy. We will wrestle with complex issues in this course, and this will make you a more experienced marketing leader.
3. To be a better patient and advisor. We all will face medical issues. Ultimately, we are all patients and caregivers. This course will help you understand how the healthcare system works, so you can ask the right questions, understand the different players and make informed decisions.

The course is for people who know the healthcare industry and those that don't. As a result, we will spend some time on industry dynamics to bring everyone up to speed.

One note: if you are already an expert on healthcare marketing, you will find some of the material a review. I need to bring everyone up to speed, so that means I spend some time on industry basics.

Format

This course will be offered in-person and on Zoom. Students who are enrolled in the in-person class should attend the class sessions at Wiebolt Hall. Students who are signed-up for the Zoom option are welcome to attend in-person anytime.

Class sessions will be recorded, so if you are unable to attend a class session for some reason you can watch the class recording.

If the weather looks bad on a particular evening, I may open up the Zoom option to everyone. This is winter in Chicago and flexibility is key.

Please note that the Northwestern schedule gives us two Friday evening sessions: January 5 (instead of January 1) and January 19 (instead of January 15).

Course Requirements

This course has a manageable workload. The final assignment is time-consuming, but you have many weeks to work on it. There are a lot of readings early in the quarter, but these are interesting.

New Product Analysis - Team (40 points)

Over the course of the quarter, students will analyze a recent new product launch in the biomedical industry. The project will culminate in a paper of roughly 15 to 20 pages. The

goal is to analyze the launch and identify the key learning points. The analysis should cover topics including:

- The disease state prior to launch.
- The new product profile.
- The launch plan.
- Results.
- Learning points.

A few teams will share their findings in class.

I will assign teams in week 2. Most teams will be 4 to 6 people. Each team will meet with me at least once during the quarter. These meetings can be in-person or on Zoom.

Short Assignments - Individual (20 points)

Each student should submit at least one short individual assignment during the quarter. There are several options to choose from.

Just use the information provided in the case when answering the questions. The one exception: you can do external research when considering the direct-to-consumer marketing question.

Final Exam - Individual (20 points)

The final exam will be a sixty-minute, multiple-choice test, open book, and open note. It will be a Canvas based test, so you can take it wherever you like. It will become available after the last class session, and you will have several days to find a convenient time to take it.

Class Engagement - Individual (20 points)

Class engagement is critical to the success of the course, especially in the new on-line format. Please plan to attend all the class sessions, I will do my best to start and end on time. We will take breaks periodically. Sessions may end early.

Honor Code

The course will observe the Kellogg honor code.

In our case discussions, limit your reading and analysis just to the information presented in the case. Do not do external research before the class session, because this makes the discussion and analysis difficult.

After the class you can research as much as you want, and this can be very useful.

You can use Chat GPT and other AI platforms except when preparing for a case discussion.

Course Administration

I am available and happy to meet to discuss the course, careers, or other topics. Please send me an email to set up some time.

I will use Canvas to post announcements, class notes, articles, case summaries and other materials. Please check Canvas regularly for updates.

Cases will likely include: FluMist, Crestor, Synvisc, Xigris and Gardasil.

I will post the detailed course schedule on Canvas. This will include all the class topics, cases, guest speakers and assigned readings.

Readings

Case packet

The case packet is essential as it contains all of the cases we will cover during the semester. It also contains a note on coding and coverage. I will post articles for the course on Canvas.

Books

There is one assigned book and two optional books.

Complications (assigned)

This is an entertaining and informative book written by a surgeon. It provides a fascinating look at the life of a physician.

Hard Sell (optional)

This book created quite a stir when it came out; it is a not entirely flattering look at the life of a pharmaceutical sales representative. It should be taken with a grain of salt; things have changed since it was written. It is highly entertaining. Last I checked it is out of print, but you can easily find a used copy.

How to Wash a Chicken: Mastering the Business Presentation (optional)

This is my book on creating an effective presentation. It is a useful resource; you will be writing presentations in this class. More important, the ability to assemble a compelling presentation is critical for success in the business world.

I will post a recommended reading list on Canvas for those who want to read more about the biomedical industry.

Students can find useful resources for safety and security, academic support, and mental and physical health on the NU help website: www.northwestern.edu/nuhelp/

Please note that course materials are for class and student use only. Unauthorized copying, posting or distribution of any course materials is prohibited.

Feel free to contact me with questions about the course!