The University Of Toledo

New Graduate Course Proposal

* denotes required fields

1. College*: College of Pharmacy
Department*: Pharmacy Practice

2. Contact Person*: Steven Martin  Phone: 383-1964  (xxx - xxxx)  Email: steven.martin@utoledo.edu

3. Alpha/Numeric Code (Subject area - number)*: PHPR 5520

4. Proposed title*: Pharm Mktg and Management
Proposed effective term*: 201510 (e.g. 201140 for 2011 Fall)

5. Is the course cross-listed with another academic unit? 
   Yes ☐  No ☐
   Approval of other academic unit (signature and title) 
Is the course offered at more than one level? 
   Yes ☐  No ☐
If yes, an undergraduate course proposal form must also be submitted. If the undergraduate course is new, complete the New Undergraduate Course Proposal; if the undergraduate course is existing, submit an Undergraduate Course Modification Proposal.

6. Credit hours*: Fixed: 3 or Variable: 

7. Delivery Mode:
   a. Activity Type* 
      Primary* Lecture
      Secondary --SelectType--
      Tertiary --SelectType--
   b. Minimum Credit Hours* 3
      Maximum Credit Hours* 3
   c. Weekly Contact Hours* 3

8. Terms offered: ☐ Fall  ☑ Spring  ☐ Summer

Date Added: 2-6-2014  Graduate Council Approved: 2-18-2014
To Provost: 2-19-2014

Years offered:  ☑ Every Year ☐ Alternate Years

9. Are students permitted to register for more than one section during a term?  ☑ No  ☐ Yes

May the courses be repeated for credit?  ☑ No  ☐ Yes

Maximum Hours

10. Grading System*:

- ☑ Normal Grading (A-F, PS/NC, PR, I)
- ☐ Passing Grade/No Credit (A-C, NC)
- ☐ Credit/No Credit
- ☐ Grade Only (A-F, PR, I)
- ☐ Audit Only
- ☐ No Grade

11. Prerequisites (must be taken before): i.e. C or higher in (BIOE 4500 or BIOE 5500) and C or higher in MATH 4200

- Enrollment in the Health Outcomes and Socioeconomic Sciences MS degree program, or approval of the instructor
- ☐ PIN (Permission From Instructor)
- ☐ PDP (Permission From Department)

Co-requisites (must be taken together):

12. Catalog Description* (75 words Maximum)

- Introduction to administrative sciences (marketing/management, etc.) in the provision of pharmaceutical care. Topics include multicultural communication, operation of various pharmacy practice settings, barriers to health care access, facilitation of patient access to pharmaceutical care.

13. Attach a syllabus and an electronic copy of a complete outline of the major topics covered. Click here for template.

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<tr>
<th>File Type</th>
<th>View File</th>
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<tbody>
<tr>
<td>Syllabus</td>
<td>View</td>
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Course Approval:

Department Curriculum Authority: [Signature]

Date: 1-17-14

Department Chairperson: [Signature]
Date: 1-14-74

College Curriculum Authority or Chair: [Signature]
Date: 11/4/2014

College Dean: [Signature]
Date: 11/19/2014

Graduate Council: [Signature]
Date: 2-18-2014

Dean of Graduate Studies: [Signature]
Date: 2-18-2014

Office of the Provost:

Administrative Use Only

Effective Date: 

CIP Code: 

Subsidy Taxonomy: 

Program Code: 

Instructional Level: 

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The University of Toledo
Course: PHPR 5520
Pharmaceutical Marketing and Management
Spring Semester 2015

Syllabus

Course Instructor
Monica Holiday-Goodman, R.Ph., Ph.D.
Professor and Coordinator, Pharmacy and Healthcare Administration
Office: WO 1245F
Office Hours: MW 3:30 – 4:30; or by appointment
Phone: (419) 383-1968
Email: mholida@utnet.utoledo.edu
Class Meetings: MW 10:00 – 11:15

Support Staff: Mrs. Kristin Kamcza; (419) 383-1951; kristen.kamcza@utoledo.edu

Course TA’s:
TBA

Course Goal: The goal of this course is to introduce students to the administrative sciences (marketing/management, etc.) and their respective roles in the provision of pharmaceutical care.

All practicing pharmacists, whether they be managers or not, work with and rely upon the administrative sciences on a daily basis. Effective pharmaceutical care is provided through the procurement and use of various resources. These resources must be properly managed and marketed in order to sustain the delivery of patient care.

Objectives

This course is part of the MS Pharmacy Health Care Administration (PHCA) Series. Other courses in the series include PHPR 5260 and PHPR 6550. Upon completion of the PHCA series, students should be able to:

- Understand the role of the pharmacist & pharmaceutical care within the HC system.
- Demonstrate knowledge and skills related to effective interpersonal communication in a multicultural environment.
- Identify elements involved in the effective & efficient utilization of pharmacy practice resources.
- Define objectives for the operation and management of various pharmacy practice settings.
- Understand the barriers to health care access and facilitate patient access to pharmaceutical care.
- Develop, implement and evaluate population-specific, evidence-based medication therapy and disease management programs.

Upon completion of PHPR 5520, students should be able to:

1. Define basic marketing and management principles.

2. Define objectives for the operation and management of a pharmacy.

3. Discuss theoretical concepts and applied techniques for general management, personal and human resource leadership, personal and organizational financial management and strategic planning in the pharmacy environment.
4. Use the science of marketing as a framework for analysis to determine societal needs related to pharmaceutical care.

5. Use the concept of pharmaceutical services as a mechanism to meet societal needs and strengthen the profession.

6. Facilitate access to pharmaceutical care to all patients.

7. Describe the relationship of the administrative sciences to the effective and efficient provision of pharmaceutical care.

**PHPR 5520 COURSE OUTLINE**

The following topics are slated for discussion over the course of the semester. This document is only a plan, therefore, depending on time, guest speaker availability, and other circumstances, some topics may be omitted and additional topics may be covered.

**Module 1**
- Introduction/Course Overview
- Definition of Management
- Characteristics of an Effective Manager
- Managerial Functions
- Definition of Marketing
- Mngt/Mktg’s necessity in the pharmaceutical environment

**Module 2**
- Group Project/ Human Differences Paper Requirements
- Overview of a Business Plan
- Decision Making/Planning in the pharmaceutical marketplace

**Module 3**
- Personal Leadership and Career Development

**Module 4**
- Human Resource Management

**Module 5**
- Inventory Control

**Module 6**
- Organizational Financial Management
- Purpose and Components of Financial Statements
- Ratio Analyses
- Trend Analyses
- Issues in Pharmacy Reimbursement

**Module 7**
- Marketing and Pharmaceutical Care
- Overview of Basic Marketing Concepts

**Module 8**
- The Pharmaceutical Marketplace:
  - Demographic Dimensions
  - Behavioral Dimensions
    - Behavioral Models
    - Consumer Behavior Theory

**Module 9**
- Pharmaceutical Products/ Services
- Pricing of Products and Services
Module 10  Promotion  
Channels of Distribution  
Marketing Research

Module 11  Issues in Access to Care


Module 13  Entrepreneurship

Module 14  Manager’s Forum

Module 15  Human Differences Reports  
Group Project Reports (As time allows)

**IMPORTANT DATES:**
Exam I  Week 3
Exam II  Week 6
Human Differences Paper  Week 9
Group Project Paper  Week 12
Graduate Student Assignment  Week 15
Final Exam  Finals week
PHPR 5520 PHARMACEUTICAL MARKETING AND MANAGEMENT
COURSE POLICIES AND GRADING CRITERIA

Appointments should be made directly with the instructor if possible. If the instructor is unavailable, the student may leave a message with the secretary, Ms. Kristin Kameza.

Resources

No formal textbook is used for this course. Therefore, it is imperative that students attend class. Exam questions will be based solely on lecture notes, guest speaker presentations and assigned readings. Graduate students will be responsible for obtaining and reading additional sources of information to be assigned by the instructor.

There is one small book that is required reading for the course (Clason, The Richest Man in Babylon). You may purchase this book at any bookstore. It is relatively inexpensive and is an excellent investment in your financial future. Other books may be read for extra credit as the instructor decides.

Exams

Two (2) scheduled exams (100 pts each) and a comprehensive final exam (150 pts) will be given during the course of the semester. The exams will be of the multiple choice and short answer/essay variety. Make up exams (Essay format) will be given only if prior notification has been given to the instructor regarding the reason for missing the regularly scheduled exam.

Group Project (100 pts)

A major requirement for this course is the completion of a group strategy report. Groups of 4 to 6 people will prepare a written presentation on the Business Plan for a new pharmaceutical service. Specific guidelines for the project will be distributed and must be followed exactly for full credit.

The Human Differences Paper (100 pts)

As pharmacists, our patients and/or coworkers may differ from us in health beliefs, age, ethnicity, or in any number of sociocultural variables. Awareness and understanding of the impact of differences is vital to effective marketing and management and is inseparable from the delivery of appropriate pharmaceutical care. Over the course of the semester, you will be asked to expand your awareness of differences by participating in an intentional experience in diversity. In regard to this assignment, diversity is defined very broadly and includes, but is not limited to, racial, ethnic, religious, or ability based differences. Former students have visited homeless shelters, done personal interviews, or attended programs, functions or organizational meetings of groups unfamiliar to them, to name a few possibilities.

Whatever is chosen, students must get prior approval from the instructor. Additionally, some organizations may require that their permission be granted prior to your attendance of a function.

Each student will be required to submit a paper regarding this experience. Specific guidelines for the paper will be distributed at a later date and must be adhered to closely.

In-Class Assignments (100 pts)

Over the course of the semester various assignments based on readings or lectures will be given in class. Eight to ten assignments, with a final total value of 100 pts will be given. Only those students with previously provided excused absences will be allowed to make-up a missed assignment.
Students may submit written examples (about 1 page each) of management related issues that they have witnessed in their workplaces. Guidelines and format for this assignment will be posted on the WebCT site.

Graduate Student Assignment (100 pts)
Select a recent or popular leadership/management book to read, and write a 1000 word report on the information learned from the book and how you can integrate that into your daily activities.

CLASSROOM PROCEDURES

Attendance, Absences, and Tardiness

This policy provides for basic protections and reasonable accommodations for students who miss class with excused absences. Students are expected to attend every class meeting of courses in which they are registered. Only in specific, unavoidable situations does the University excuse absences from class: 1) personal emergencies, including, but not limited to, illness of the student or of a dependent of the student [as defined by the Board of Trustees' Policy on Family and Medical Leave], or death in the family; 2) religious observances that prevent the student from attending class; 3) participation in University-sponsored activities, approved by the appropriate University authority, such as intercollegiate athletic competitions, activities approved by academic units, including artistic performances, R.O.T.C. functions, academic field trips, and special events connected with coursework; 4) government-required activities, such as military assignments, jury duty, or court appearances; and 5) any other absence that the professor approves.

Students are responsible for complying with the missed class policies of their instructors. Students bear the responsibility of notifying the instructor of a planned absence by one of the methods provided by the instructor. In the event of an emergency or an unavoidably short notice of absence, the student must present the instructor with an approved written excuse upon the student’s return to class. Approved written excuses will be at the instructor’s discretion, including, but not limited to, doctor’s notice, funeral programs, etc. It is strongly recommended that the student use two of the three aforementioned methods (email, writing, or voicemail) to insure that the instructor is properly notified of the planned absence. In the event that the instructor should not receive the student’s notification, the student should be prepared to present an alternative excuse. It will be at the instructor’s discretion to approve or disapprove of the alternative excuse.

Students are responsible for all material covered in classes they miss, even when their absences are excused as defined above. Students must make arrangements with instructors to complete missed assignments, labs, examinations or other course requirements. In turn, instructors are not to penalize students with excused absences.

Policies on Late Work

It is up to the instructor as to the acceptance of assignments not completed by the deadline and each case will be evaluated individually.

Drop / Withdrawal

- The petition for withdrawal must be received in the Office of the Registrar, Rocket Hall, Room 1100, by the deadline date either: in person, fax, or mail. When mailing, the envelope must be postmarked by the deadline date. For the fall and spring terms, it must be filed between the 15th calendar day of the term through Friday of calendar week 10.
Academic Dishonesty

Academic dishonesty will not be tolerated. Among the aims of education are the acquisition of knowledge and development of the skills necessary for success in any profession. Activities inconsistent with these aims will not be permitted. Students are responsible for knowing what constitutes academic dishonesty. If students are uncertain about what constitutes plagiarism or cheating they should seek the instructor’s advice. Examples of academic dishonesty include, but are not limited to:

- Plagiarizing or representing the words, ideas or information of another person as one’s own and not offering proper documentation;
- Giving or receiving, prior to an examination, any unauthorized information concerning the content of that examination;
- Referring to or displaying any unauthorized materials inside or outside of the examination room during the course of an examination;
- Communicating during an examination in any manner with any unauthorized person concerning the examination or any part of it;
- Giving or receiving substantive aid during the course of an examination;
- Commencing an examination before the stipulated time or continuing to work on an examination after the announced conclusion of the examination period;
- Taking, converting, concealing, defacing, damaging or destroying any property related to the preparation or completion of assignments, research or examination;
- Submitting the same written work to fulfill the requirements for more than one course.

While academic integrity is particularly the responsibility of the student, the faculty members also have a responsibility. Assignments and tests should be constructed and proctored so as to discourage academic dishonesty. Faculty members are expected to inform their students explicitly as to what materials and procedures are authorized for use in the preparation of assignments or in examinations (e.g., the use of calculator, computer, text materials, etc.). Should cases of academic dishonesty be found among students, the instructor may choose to counsel the student, or the following sanctions may be imposed:

- The student may be assigned an F for the work in question.
- The student may be assigned an F for the course. In this case the instructor should inform the Dean and the student of this action. The Dean will make certain that the student receives the F grade and is not permitted to withdraw from the course.
- The student may be placed on probation or suspended for some definite period of time, dismissed or expelled by the Dean if either the seriousness of the offense or a record of repeated offenses warrants it. A notation that such a sanction has been imposed will be made part of the student’s permanent record. It is expected that the Dean will consult with the instructor and the student in making such a judgment, and that the Dean will notify the student of the sanction imposed and of the appeals procedure.

A student found to be academically dishonest by a faculty member may appeal according to procedures approved by the respective colleges. The procedures for making a final appeal to the Student Grievance Committee may be found in the Student Handbook.
Classroom Courtesy

- The University has jurisdiction over any individual student, group of students or student organization alleged to have violated the Student Code of Conduct on the University of Toledo premises.
- Students must conduct themselves in a manner which is conducive to learning for themselves and others. Disruptive behaviors are not acceptable and may affect a student’s final grade, or in severe cases result in a student being removed from class.
- Disruption of operations of the University Community. Disruption is an action or combination of actions by an individual or a group, which unreasonably interferes with, hinders, obstructs, or prevents the right of others to freely participate in its programs, services, or academic settings. This may include, but is not limited to a disruption by the use of pagers, cell phones and/or any other communication devices.
- The use of cell phones, pagers, iPods, MP3 players and such will not be permitted in the classroom. No pets are to be brought to the classroom.
- Students may audiotape lectures; otherwise, no A/V equipment or use of telephotoing is permitted.
- For issues pertaining to lecture content, contact the lecturer of the topic. For issues pertaining to grades, tests, lecture schedule, reading assignments, etc., contact either the instructor for the material or the course coordinator.

EXAMINATION REGULATIONS

A. Promptness - Students should be in the assigned examination room at the start of the class period. No extra time will be permitted for students who arrive late for an examination. Students who do arrive late, provided no previously arriving student has finished his/her examination and left the room, will be subject to losing 1 point for each minute he/she is late. However, if a student arrives late, but after a previously arriving student has finished his/her examination and left the room, the tardy student will be considered to have been absent from the examination and will be treated as described below in MAKEUP EXAMINATIONS.

B. Articles in Examination Room - Coats, hats, purses, notebooks, papers, books, telephones, electronic devices, etc. should be placed away from your examination desk. The use of pagers, telephones, PDAs, or other electronic equipment is not permitted to be used in any capacity during an examination and should be turned off. Unless otherwise noted, only pencils/pens will be permitted at your assigned desk.

C. Calculators can be used on examinations only when permitted. When calculators are permitted, instructors should be notified of calculators that are programmable and/or have alphanumeric functions. Students should bring several #2 pencils since portions of exams may be computer graded.

D. Violation of the Student Academic Code - Violation of the student academic code WILL NOT BE TOLERATED on any examination. Individuals accused of a violation will be prosecuted according to the policies and procedures of the College and University.

E. Seating - Instructors in the Course reserve the right to seat individuals during examinations as they see necessary.

F. Format of Examinations - The format of each examination is determined by
the instructor(s) responsible for that section of lectures. Multiple choice, essay, true/false, fill-in, matching, or any combination of these may be utilized.

G. Asking Questions - Technical questions (misspellings, missing a page, wrong numbering or lettering, etc.) will happily be answered during examinations. Any questions arising regarding interpretation of an exam question are encouraged to be written out on the test and be brought to the attention of the instructor when handing in the test.

H. The use of dictionaries of any sort during examinations is prohibited.

I. Consumption of food or beverages, the use or expectoration of chewing tobacco, smoking, or listening/viewing to audio/video equipment, is not permitted during examinations.

J. Conversing with anyone other than instructors is not permitted once answer sheets and/or tests are being passed out. One may resume conversation once they have left the testing room. When speaking outside the classroom following an exam, voices should be at a level that will not disrupt those remaining who are still taking the exam.

K. Items in one's possession during an examination are subject to inspection.

L. Students are responsible for assuring answer sheets to examinations are marked properly.

M. Students shall treat their answer sheets and test booklets in a manner that does not allow or tempt other students to look at them.

N. Students who request the use of the lavatory during an exam are subject to a 5 point deduction of their examination score.

O. If a class period, during which an exam or quiz was to be given, is canceled or interrupted, assume the exam or quiz will be given during the next scheduled class period if it is not completed on the assigned day.

P. Grades can only be passed out directly to the student or mailed (via U.S. mail) directly to the student. Grades cannot be given over the phone, to a friend, or via email.

MAKEUP EXAMINATIONS & QUIZZES

A. Unexcused absences resulting in a missed exam or quiz will result in a grade of zero.

B. Makeup exams will only be administered for excused absences. Prior approval for an absence from an examination can only be obtained from acknowledged direct contact with the course coordinator. Post-exam approval for an excused absence from an examination must be sought out immediately upon the student's arrival back to school. Documentation of why the absence occurred will be required.

C. Makeup examinations will be given either during Finals Week or as soon as possible as determined by the instructor.

D. Makeup quizzes will not be offered for students who miss quizzes.

E. Exceptions may be rarely possible with emergencies upon the discretion of the Course Coordinator.
GRADING CRITERIA

Exam I 100 pts
Exam II 100 pts
Final Exam 150 pts
Group Project 100 pts
Human Differences Paper 100 pts
In-Class Assignments 100 pts
Graduate Assignment 100 pts

Total Points 750 pts

GRADING SCALE

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<th>Percentage of Total points</th>
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<td>A-</td>
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<td>B+</td>
<td>86 - 89.99</td>
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<td>F</td>
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The grading scale will be followed strictly. Grades will not be “curved”. Students will have ample opportunity to perform well in this course with good attendance and participation.

Class participation is greatly encouraged. The instructor welcomes questions and comments.