George Mason University
Graduate Course Approval/Inventory Form

Please complete this form and attach a copy of the syllabus for new courses. Forward it as an email attachment to the Secretary of the Graduate Council. A printed copy of the form with signatures should be brought to the Graduate Council Meeting. Complete the Coordinator Form on page 2, if changes in this course will affect other units.

Please indicate:  ___x___ NEW  ____ MODIFY  ____ DELETE

Local Unit:  School of Management  Graduate Council Approval Date:

Course Abbreviation:  MSBM  Course Number:  623

Full Course Title:  Marketing Management in Bioscience Management
Abbreviated Course Title (24 characters max.):
Credit hours:  3  Program of Record:  BU

Repeatable for Credit?  ___ D=Yes, not within same term  ___ T=Yes, within the same term  ___ N=Cannot be repeated for credit

Activity Code (please indicate):  ___x__ Lecture (LEC)  ___ Lab (LAB)  ___ Recitation (RCT)
___ Studio (STU)  ___ Internship (INT)  ___ Independent Study (IND)  ___ Seminar (SEM)

Catalog Credit Format  3 : 3 : 0  Course Level:  GF(500-600)  ___x__ GA(700+)

Maximum Enrollment:  20  For NEW courses, first term to be offered:  04F
Prerequisites or corequisites:  Admission to Bioscience Management Program or permission of instructor

Catalog Description (35 words or less)  Please use catalog format and attach a copy of the syllabus for new courses.:
MSBM 623 Marketing Management in Bioscience Management (3:3:0) Prerequisites: Admission to the Bioscience Management Program. Develops abilities to make marketing decisions in a wide variety of bioscience organizational and competitive situations. Emphasis on the use of technology to aid in analysis, decision making, and communication of decisions to relevant publics. Emphasis on case studies, team work, and projects.

For MODIFIED or DELETED courses as appropriate:
Last term offered:  Previous Course Abbreviation:  Previous number:

Description of modification:

APPROVAL SIGNATURES:
Submitted by:  ________________________________ email:  ________________
Department/Program:  ________________________________ Date:  ________________
College Committee:  ________________________________ Date:  ________________
Graduate Council Representative:  ________________________________ Date:  ________________
GEORGE MASON UNIVERSITY
Course Coordination Form

Approval from other units:

Please list those units outside of your own who may be affected by this new, modified, or deleted course. Each of these units must approve this change prior to its being submitted to the Graduate Council for approval.

<table>
<thead>
<tr>
<th>Unit:</th>
<th>Head of Unit’s Signature:</th>
<th>Date:</th>
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Graduate Council approval: ______________________________ Date: ____________
Graduate Council representative: __________________________ Date: ____________
Provost Office representative: _____________________________ Date: ____________
COURSE NUMBER: MSBM 623

COURSE TITLE: Marketing Management in Bioscience

TERM/YEAR: Spring Semester (2005)

PROFESSOR: Gyan (John) Prakash, Ph.D., MBA
gprakash@gmu.edu
Tel: 703-869-2013
Website: http://som.gmu.edu/FacultyandResearch/FacultyBios&identifier=jprakash

OFFICE HOURS: By appointment only Tuesdays: 7 – 9 PM
Phone: 703-869-2013
DESCRIPTION OF COURSE AND OBJECTIVES:

The bioscience business sector is entering a bold era of product discovery, development, and marketing of new products that will change our lives beyond our imagination. The course will review the path from a promising laboratory invention to a functioning bioscience business. The rules of the business have changed in the new era of scientific discoveries and mounting regulatory environment. Building a bioscience business is unlike any other business these days. It requires clearly identifiable skills and assets, passes through recognizable stages of growth, and faces well known hurdles, but the environment in which a company has to operate is full of uncertainty. Global business competition can be counted on to do the unexpected and regulatory agencies are apt to change the rules with strong financial consequences. In addition, product and company valuation criteria determined by the Wall Street may create a very challenging scenario for the biotech executives and impact on the freedom of a bioscience product or company.

The course on “Marketing Management” has the following elements/objectives:

- Role of marketing in today’s environment and development of marketing strategy
- Specific techniques for analyzing marketing information and requirements, and how these techniques may assist in the development of marketing strategy and plan
- Role of market research and various kinds of data derived from qualitative and quantitative marketing research in the understanding of target customers
- Development of a marketing plan for a biotech product
- Qualitative and quantitative analytical techniques that are used to analyze marketing potential of bioscience products
- Role of various interdisciplinary skills that are necessary to build and manage product marketing successfully, and
- Sharpening of business communication skills through team work, oral and written communication and a formal presentation of marketing plan

The course will consider many examples that are available. The course will also bring a few marketing executives/pharmaceutical and biotechnology analysts to share their skills in order to increase learning opportunities for the students. Class sessions will include lecture, case discussion, guest speakers, and in-class exercises.
Grades:

The grades will include class attendance and participation points, research papers, projects and a final exam.

Course Approach

In covering the material of the major modules, the course will include:

- Lecture
- Group discussion
- Case studies and readings
- Team projects, and

Active participation in all class activities and lectures (including guest lectures) are essential to accomplish the goals of the class. What you achieve and take from this course will be largely a function of what you put into it.

➢ Text Books

1. Building Global Biobrands – Francoise Simon & Philip Kotler
3. Marketing Management – Philip Kotler

➢ Additional Recommended Reading & References:

Student Responsibilities:

In addition to the course projects, students will be required to come to each class prepared to discuss course topics discussed and assigned prior to the class. Additional reading materials will be given in the class prior to the discussions.

Method of Student Evaluation:

Grades are based on three course projects and the final exam.

Grading:

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<th>Grade</th>
<th>Percent score</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
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<tr>
<td>B</td>
<td>80 – 89.99</td>
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<td>C</td>
<td>70 – 79.99</td>
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<td>D</td>
<td>&lt; 70</td>
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Your grade will be based on your performance on the following course requirements:

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<tr>
<th>Requirement</th>
<th>Percent of Course Grade</th>
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<tr>
<td>Class Participation</td>
<td>20%</td>
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<tr>
<td>Project # 1</td>
<td>25%</td>
</tr>
<tr>
<td>Project # 2</td>
<td>25%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>30%</td>
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Class Participation

The participation grade will include attendance (mandatory), discussions and presentations in class (except for the final presentation) as well as your participation as an audience for classmates and guest speakers. The importance of participation cannot be over emphasized. There is a wealth of talent in the class that should be tapped by all of us. Consider the class a safe environment on which to test ideas and thoughts.
Projects/Papers

The two project assignments are required to understand and become familiar with many of the bioscience marketing management issues and practice.

PROJECT # 1 SPECIFICATIONS:

Qualitative and Quantitative Market Research on a therapeutic product, including primary market research with practicing physicians

- Application oriented project report and discussion, industry contact and interviews required
- In primary research, contact three physicians in the specified therapeutic area to conduct interviews
- Take an appointment to visit his/her clinic, learn about his/her requirements, liking and disliking for the currently marketed products
- Learn about his management issues, strengths and weaknesses and analyze them
- For secondary and tertiary market research all citations should be referenced
- Project report - maximum 10 pages
- Presentation: - 5 minutes
- Single space, typed and hard/paper and electronic copies to be submitted

PROJECT # 2 SPECIFICATIONS:

Development of a Project Team and Operations Management Plan

- Choose a team to work with
- Choose a bioscience therapeutic product
- Together start a hypothetical bioscience company and pick the product your would like to market
- Prepare a marketing plan for 5 years and decide the marketing activities
- Develop your marketing budget for 5 years
- Team Marketing plan to be written: maximum 15 pages
- Joint presentation with your team: 15 minutes
- Single space, typed and hard/paper and electronic copies to be submitted
General Presentation Guidelines

The two key reasons for creating any written or oral presentation in a business setting are to impart knowledge and to persuade. These goals are accomplished only when the person preparing the presentation is clear, concise, and correct. Quality and content are critical in the business world and will be an important determining factor of grades in this class.

Final Exam

The final exam will be either in class or take home, that may take approximately 4 hours to complete and will cover all topics discussed during the course. Dates for exams are shown on the course schedule.

You are expected to take exams at the scheduled date and time. Make-up exams will not be given after the exam date except in documented cases of serious illness or other emergencies. If you have a legitimate and unavoidable schedule conflict with an exam date, please discuss the situation with me as soon as you learn about it (and in all cases at least two weeks before the exam).

Academic Integrity Policy

Work on the homework assignments and the examinations in this course must represent your individual effort. If you have not already done so, please familiarize yourself with the provisions of the Honor Code, which are discussed in the Student Handbook.