

**Indiana University**  
**Kelley School of Business**  
**M524 - Marketing of Medical Products and Services**  
**Spring 2006**

**Instructor:** Anthony D. Cox, Ph.D.  
**Office:** 4055 Business/SPEA building  
**Email:** [ACOX@IU.EDU](mailto:ACOX@IU.EDU)  
**Hours:** By appointment

**Text:** Packet of articles and cases (Available at IUPUI Bookstore)

### **Course Objectives**

Medical products and services constitute the largest, and arguably the most important, sector of the US economy. However, the markets for such products are extremely complex and are undergoing rapid changes. This course seeks to provide students with a better understanding of the distinctive complexities and challenges of medical markets, so that they can interact more effectively with such markets as marketers, customers and citizens.

### **Course Grade:**

<b>Assignment</b>	<b>Percentage weight</b>
Exam 1	25%
Exam 2	25%
Semester Project	25%
Class participation	<u>25%</u>
Total	100%

Grades in this course will be determined by the following scale:

93% and up	A
90-93%	A-
87-90%	B+
83-87%	B
80-83%	B-
77-80%	C+
73-77%	C
70-73%	C-
Below 70%	Less than a C-

## **Exams**

There will be two essay exams, in which students will apply knowledge learned from readings, cases, lectures, and other materials discussed in class. At least one week prior to each exam, students will be given a list of study questions.

## **Semester Project**

Students will work in small groups (composed of 2-3 members). Each group will write a research paper related to some aspect of the marketing of medical products and services. The professor will work with each group to help them refine the topic and develop a research plan. More details will be provided on this project early in the semester.

## **Class Participation:**

To score well on class participation, you must do three things on a **consistent** basis:

1. Come to class.
2. Be prepared (read assigned material before class).
3. Participate in the class discussion.

### M524 Schedule (Subject to Change)

<b>Date</b>	<b>Topic</b>	<b>Reading Assignment</b>	<b>Source</b>
January 9	Overview: Marketing and Health Care		
January 16	NO CLASS--Dr. Martin Luther King Holiday		
January 23	New Product Devel.	Tribulations of Clinical Trials: Efforts <i>Merck and Co. (A)</i> <i>Synthes</i>	EAI*  Course Packet Course Packet
January 30	New Product Devel.	<i>Abgenix and Xenomouse</i> <i>Circle Gastroenterology</i>	Course Packet Course Packet
February 6	Product Life Cycle	<i>Marketing Antidepressants:</i> <i>Prozac &amp; Paxil</i> <i>Cipla</i>	Course Packet Course Packet
February 13	Product Life Cycle	<i>Pepcid AC: Racing to OTC</i> <i>Pharmaceutical Switching</i>	Course Packet Course Packet
February 20	NO CLASS--Work on Projects		
February 27	Pricing	<i>Becton Dickenson</i> Pricing Priceless Goods We All Have AIDS: Case for	Course Packet Course Packet EAI
March 6	EXAM 1		
March 13	NO CLASS--Spring Break		
March 20	Customer Service Mgmt.	<i>Aravind Eye Hospital</i> <i>Transitional Infant Care Hospital</i>	Course Packet Course Packet
March 27	NO CLASS--Work on Projects		
April 3	Promotion to Consumers: DTC Advertising	Public Policy Issues in DTC... DTC Advertising of Rx. Drugs: The Evidence Says No <i>Propecia</i>	Course Packet Course Packet  Course Packet

April 10	Promotion to Consumers Brand/Image Mgmt.	<i>Changing Corporate Identity</i> <i>Clueing in Customers</i>	Course Packet Course Packet
	Stealth PR	Selling Sickness and Education Disease Mongering and Lurie Unhealthy Spin Celebrity Selling part two Research Funding and Conflicts and Public Relations	EAI EAI EAI EAI EAI
April 17	Promotion to Physicians & Hospitals	<i>Hewlett-Packard Imaging</i> <i>Mediquip, S.A.</i>	Course Packet Course Packet
April 24	Promotion to Physicians	Do Drug Company Promotions Influence Physician Behavior? Who Pays for the Pizza and Education? Physicians and the Pharmaceutical Industry <i>Hospital, Heal Thyself</i>	Course Packet EAI (2 articles) Course Packet Course Packet
May 1	Marketing and Health Care Payers	<i>Merck-Medco</i> <i>Executive Health Group</i> GM Health Care Bill... Is Kaiser the Future... When Even Health Insurance is No Safeguard...	Course Packet Course Packet Course Packet Course Packet Course Packet
May 5 (Friday)	Final Exam (5:45-7:45 p.m.)		

\*EAI = available online through *Expanded Academic Index ASAP*. To obtain these articles, go to [www.ulib.iupui.edu](http://www.ulib.iupui.edu), click on "E," then "Expanded Academic Index ASAP." After providing your IUPUI username and ID, you will reach the EAI search page. Click the "Keyword Search" icon. Then, in the search box, type in the title of the desired article, exactly as it appears in the syllabus. This will provide you with full text of the article.