



**Biomedical Marketing
HEMA 914
Professor Tim Calkins**

Course Overview

The bio-medical industry is beginning to understand and appreciate the importance of marketing. It is becoming very clear that success in the industry comes from a combination of great science and strong marketing.

Marketing in the bio-medical industry poses unique challenges; marketers have to deal with a complex regulatory, competitive, scientific and ethical environment.

This course studies how marketing concepts play out in the bio-medical industry. Topics include positioning and differentiation, marketing to physicians, marketing to patients, new product strategy and ethics.

Bio-medical marketing will be one of the most controversial, fast moving and important topics the United States will be dealing with over the next few years. This course will get you up to speed.

This course is ideal for students planning to go into the medical device and pharmaceutical industries and for students with an interest in this fast moving area. Unlike other courses that occasionally touch on marketing topics that are relevant to this industry, this course will focus *entirely* on subjects related to biotech, pharmaceutical and medical device companies.

Course Elements

The course has four elements: cases, guest speakers, discussions and student presentations. The first two of these, cases and guest speakers, make up the bulk of the class sessions.

The cases are an interesting collection, including both pharmaceutical and medical device cases. I currently plan to do eight different cases over the semester, ranging from a case on a treatment for sepsis to a case on a new artificial knee. The exact list and number of cases may change as I finalize the class plan, but the class will remain case based.

I have several guests currently lined up to speak in class, though this could change based on schedules. The guests each bring a unique perspective. The latest schedule

for the class includes presentations from senior executives at pharmaceutical and medical device company and physicians.

Frequently Asked Questions

Who should take the course?

The course is designed for people going into the bio-medical industry, so people going to work for biotech, pharmaceutical or medical device companies.

However, anyone interested in the field, or interested in the application of marketing strategy concepts, will benefit from the class. To the extent that we all are touched by this industry, in remarkably intense and personal ways, the course is broadly important and relevant.

I try to strike a rather delicate balance in the course, providing just enough industry basics to allow someone new to the field to understand things, while not being repetitive for those with industry knowledge. This can be a somewhat difficult balance; there will be times when the course seems to move too quickly and times where it seems to move too slowly.

Is the course mainly lectures?

No. There are only a few lectures. The course is mainly cases, guest speakers and student presentations. Since the course explores how marketing concepts are best applied in the bio-medical world, the emphasis is on application. I suspect some people will want more lectures and discussions; the heavy emphasis on cases and speakers means the learnings will be robust, but not always obvious.

Is the course a lot of work?

The course is very manageable. It certainly requires less work than the other course I teach, Marketing Strategy. My goal is to make this a class one could take as a 5th class, and not be over-whelmed. So the readings are not lengthy (with a couple notable exceptions). There are only a few assignments. There are a lot of cases, however, and these take time to read thoroughly and prepare.

Should I take this course instead of Marketing Strategy?

No. This course is not a substitute for Marketing Strategy. Marketing Strategy looks at the strategic levers managers can use to build businesses. This course looks at how marketing unfolds in the bio-medical industry.

Ideally, one would take Marketing Strategy and then Bio-Medical Marketing, but this ordering is not essential. One could even take them at the same time. However, I don't recommend this. The material is different, but it would be a lot of Tim Calkins in one semester.

How does this course relate to the other health industry courses?

Bio-Medical Marketing builds on the other health industry courses. It is certainly not a substitute for any of the other courses. Importantly, this course does not cover the basics of the health care industry. These are essential things to learn.

Should I take the course as a first year or as a second year?

The course is useful for both first year and second year students. It is very appropriate for a second year student planning to go into this or a related industry. It is also appropriate for a first year student hoping to transition into the field.

Does the course count toward the marketing major?

Yes.

Anything else?

This is still a relatively new course; I first taught it in 2006. At that time it was new to Kellogg. It remains one of the first courses in the world devoted to the topic.

This is exciting, because it means we are on the cutting edge. It is also a caution; the course will be a bit, well, bumpy. I've made a number of changes based on student input but the class is relatively still new and evolving.

To a degree, we will refine this course together, sharing learnings and insights, discovering gaps and opportunities. This is the very best type of learning, and for a topic that is emerging as an important issue for society, a valuable endeavor.

The course is only offered in the spring semester.

What if I have more questions about the class?

Please contact me. I'm happy to provide more information.

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