

MBA 8584: Pharmaceutical Analytics

This course is designed to describe and teach, at a high level, the main analytical methodologies used in the new drug development and commercialization process as practiced by pharmaceutical manufacturers and biotech companies. These methodologies are designed to inform and execute the commercial development of new drug products and identify target product profile (TPP) elements of new products. Estimation and forecasting of market potential will include: Impact of competition, accounting for market barriers and drivers, commercial execution of new product launch, audience segmentation and targeting, deployment of resources, execution and launch tracking, and how to make necessary adjustments throughout the process.

Credits: 3.0

Prerequisites:

MBA 8450 and MBA 8650