

UNIVERSITY OF THE
PACIFIC

Jie Du Center for Innovation and
Excellence for Drug Development

13 - WEEK COURSE

Marketing Principles and Applications for Pharma Entrepreneurs



IMPACT

Learn the marketing components and tools necessary when developing a drug, from early development through the formation of a company

WHO SHOULD ATTEND

Entrepreneurs, scientists, pharmacists and other health care professionals interested in pharmaceutical development or are seeking to launch products



Course Director

Mary Beth Cicero, MBA
President
MarketSense, LTD



Executive Director

Bhaskara R. Jasti '95, MPharm, PhD, FAAPS
Professor
University of the Pacific

START DATE

May 1st, 2025

\$950

13 week course, 2-3 hours per week

Lectures on Thursdays from
4 PM to 6 PM PST

Enroll Now



How do you integrate marketing into the development process of pharmaceutical and biotechnology products?

Hear real world examples of applying the principles of product, promotion, price and place.

Learn from case studies the differences between in-licensing and out-licensing.

Practice working with a team to develop a pitch deck.



Demystify core marketing principles

Understand the principles of product, promotion, price and place. Learn how to conduct a "SWOT" analysis.

Identify competitors and conduct a competitor analysis

Justify the product development using sound market research and analytics.

Zero in on unmet medical needs and qualify patient populations

Determine the size and unmet needs of patient populations. Evaluate the potential market opportunity.

Conduct market research

Learn techniques for gathering information and understanding pharmaceutical data sources.

Reach your target market

Identify your specific target market and strategize ways to reach those individuals.

Enlist the help of "thought leaders"

Set yourself up for success by learning to identify and connect with opinion leaders.

Build marketing into the product development process

Learn how to explain your product to individuals from different backgrounds. Perfect your elevator pitch.

Decipher in-licensing and out-licensing strategies

Gain strategies for establishing partnerships.

Develop a value proposition and pitch deck

Practicing pitching your product to potential investors.

About the Center

The Jie Du Center for Innovation and Excellence for Drug Development promotes innovation in drug development through education, training and mentorship, while fostering collaboration between Pacific students and industrial scientists. Individuals gain skills in pharmaceutical regulation, entrepreneurship and business to prepare them for navigating the challenges associated with new ventures in drug development.

The Center offers opportunities to take one's scientific and clinical expertise and complement them with the specialized knowledge and skills that are valued in today's competitive job market.

The Center is part of University of the Pacific and is located in Stockton, California.

[LEARN MORE](#)

About University of the Pacific

Since 1955, University of the Pacific's Thomas J. Long School of Pharmacy has been training health care professionals who are problem-solvers, innovators and leaders. The School was shaped into what it is today by the hard work, dedication and support of its charismatic faculty, staff, students, alumni and friends. Throughout the School's history, individualized, faculty-led experiential learning programs, combined with the support of a powerful alumni network, have led to student success.

The Center will provide tools to entrepreneurs in five key areas





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CONTACT US

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