



CUMMING SCHOOL OF MEDICINE
GRADUATE COURSE OUTLINE

Winter 2020

COURSE TITLE: MDGE 607 Biotechnology Business Aspects			
Course	MDGE 607 Biotechnology Business Aspects – Communications, Marketing, Sales		
Pre/Co-Requisites	<ul style="list-style-type: none"> • Admission to the Master of Biomedical Technology program, OR, • If not in the program, as a graduate student of the University of Calgary with permission from the following: <ul style="list-style-type: none"> ○ Supervisor of the graduate student ○ Director of the Master of Biomedical Technology Program Associate Dean, Graduate Studies Education, Cumming School of Medicine		
Faculty	Cumming School of Medicine, Graduate Science Education		
Instructor Name(s)	Dr. Alexander (Sandy) Dubyk, BSC(Pharm), ACPR, PharmD, MBA, CHE	Email	amdubyk@ucalgary.ca
Office Location	Offsite	Office Hours	By Appointment
Instructor Email Policy	I will respond within 5 business days		
Telephone No.	403-831-8885		
TA Name, if applicable	None	Email	
Class Term, Days	Per schedule in outline		
Class Times	Per schedule in outline		
Class Location	G801E		

COURSE INFORMATION/DESCRIPTION OF THE COURSE
<p>Success in any venture requires effective communication, marketing and sales. A smoothly run company requires internal and external partners and the public to be informed appropriately and in a timely manner about important decisions that impact the company's direction and development. Communication through advertising establishes an identity - a brand. Marketing takes the perspective of understanding the marketplace and enables a company to understand how the customer views its products. Sales are targeted to increase revenue and build value of an organization whether it is from investors or customers. The inter-relational aspects of these three disciplines, as pertaining to biotechnology ventures, pharmaceuticals, and medical devices, are discussed with examples and case studies.</p>



LEARNING RESOURCES/REQUIRED READING

Students will use the resources available as users of the University of Calgary library system and the grey literature. Additional reference material may be assigned through the course.

COURSE OBJECTIVES/LEARNING OUTCOMES

- To learn the basic elements of Communications (and Advertising), Marketing and Sales
- To engage the students through experiential learning and situational knowledge

CUT POINTS FOR GRADES

This course adheres to the grading system outlined in the University of Calgary, Faculty of Graduate Studies Calendar. Grades of A+ and A are not distinguished in the calculation of GPAs. Percentage/letter grade conversion used for this course is as follows

Grade	Grade Point Value	Percentage Conversion	Graduate Description
A+	4.00	95-100	Outstanding
A	4.00	90-94	Excellent – superior performance showing comprehensive understanding of the subject matter
A-	3.70	85-89	Very Good Performance
B+	3.30	77-84	Good Performance
B	3.00	72-76	Satisfactory Performance
B-	2.70	68-71	Minimum Pass for Students in the Faculty of Graduate Studies
C+	2.30	63-67	All grades below 'B-' are indicative of failure at the graduate level and cannot be counted toward Faculty of Graduate Studies course requirements

Assessment Components: The University policy on grading related matters is outlined in the 2019-2020 Calendar .			
Assessment Methods	Description	Weight %	Due Date <u>and</u> Time
Group Oral Assignment – Market Analysis	Students will assess emerging technologies reporting on: (1) Industry background; (2) Technology description; (3) Market overview/competitors; (4) Value proposition; (5) List of contacts. <i>A 7-minute presentation will be done in class followed with a 2-page executive summary by hard copy and email.</i> Write up Calibri/Arial; Size 11 font, Normal margins and 1.5 lines spacing.	20	March 13, March 20, 2020 Start of class
Individual Assignment – Market Analysis on Individual Technology	The student will analyze their MBT final project (emerging technology) reporting on: (1) Industry background; (2) Technology description; (3) Market overview/competitors; (4) Value proposition. <i>Write up to be no longer than 5 pages, excluding executive summary, reference page(s) or appendices (if required) with hard copy and email.</i> Write up Calibri/Arial; Size 11 font, Normal margins and 1.5 lines spacing.	35	Friday, March 27, 2020 Start of class
Group Assignment – Advertising and Marketing Strategy	Students will collaborate and produce an advertising and marketing strategy on a fictional product. <i>Write up to be no longer than 10 pages, excluding executive summary, reference page(s) or appendices (if required) with hard copy and email.</i> Write up Calibri/Arial; Size 11 font, Normal margins and 1.5 lines spacing. Late penalty 10% per 24 hours.	45	Friday, April 3, 2020 Start of class

ASSESSMENT AND EVALUATION INFORMATION

ATTENDANCE AND PARTICIPATION EXPECTATIONS: Students are expected to act professionally

GUIDELINES FOR SUBMITTING ASSIGNMENTS: Due at the start of the class, submitted electronically to amdubyk@ucalgary.ca and if requested, by hard copy.

FINAL EXAMINATIONS: None



EXPECTATIONS FOR WRITING: Students are expected to follow University rules and write in an academic or business manner

LATE AND/OR MISSING ASSIGNMENTS: 10% penalty with additional 10% per 24 hours unless discussed in advance with the Instructor

Is a passing grade on a particular component essential to pass the course as a whole? No

COURSE TIMETABLE			
Course Schedule Date	Topic & Reading	Instructor	Assignments/Due Dates & Times
Friday February 28, 2020 10h00 – 11h50	Communication and Advertising	Dr. Sandy Dubyk	<i>TBD</i>
Friday, March 6, 2020 10h00 – 11h50	New Paradigm for the Life Sciences Industry: The Payer	Dr. Sandy Dubyk or Guest speaker	<i>TBD</i>
Friday, March 13, 2020 10h00 – 11h50	Market analyses in Biotechnology	Dr. Sandy Dubyk or Guest speaker	<i>Group Market Analysis</i>
Friday, March 20, 2020 10h00 – 11h50	Market Research and Marketing	Dr. Sandy Dubyk	<i>Group Market Analysis Written due</i>
Friday, March 27, 2020 10h00 – 11h50	Targetted Sales in Big Pharma	Dr. Sandy Dubyk or Guest speaker	<i>Individuals Market Analysis</i>
Friday, April 3, 2020 10h00 – 11h50	Sales	Dr. Sandy Dubyk or Guest speaker	<i>Group Advertising & Marketing Strategy</i>

INTERNET AND ELECTRONIC COMMUNICATION DEVICE INFORMATION

Cell phones must be turned off in class unless otherwise arranged with the instructor.

The use of laptop and mobile devices is acceptable when used in a manner appropriate to the course and classroom activities. Students are to refrain from accessing websites that may be distracting for fellow learners (e.g. personal emails, Facebook, YouTube). Students are responsible for being aware of the University's Internet and email use policy, which can be found at

<https://www.ucalgary.ca/policies/files/policies/electronic-communicationspolicy.pdf>.



MEDIA AND RECORDING IN LEARNING ENVIRONMENTS

Media recording for lesson capture

The instructor may use media recordings to capture the delivery of a lecture. These recordings are intended to be used for lecture capture only and will not be used for any other purpose. Although the recording device will be fixed on the Instructor, in the event that incidental student participation is recorded, the instructor will ensure that any identifiable content (video or audio) is masked, or will seek consent to include the identifiable student content to making the content available on University approved platforms.

Media recording for assessment of student learning

The instructor may use media recordings as part of the assessment of students. This may include but is not limited to classroom discussions, presentations, clinical practice, or skills testing that occur during the course. These recordings will be used for student assessment purposes only and will not be shared or used for any other purpose.

Media recording for self-assessment of teaching practices

The instructor may use media recordings as a tool for self-assessment of their teaching practices. Although the recording device will be fixed on the instructor, it is possible that student participation in the course may be inadvertently captured. These recordings will be used for instructor self-assessment only and will not be used for any other purpose.

Student Recording of Lectures

Audio or video recording of lectures is prohibited except where explicit permission has been received from the instructor.

UNIVERSITY OF CALGARY POLICIES AND SUPPORTS

ACADEMIC ACCOMMODATIONS

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/. Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>

IMPORTANT INFORMATION

Any research in which students are invited to participate will be explained in class and approved by the appropriate University Research Ethics Board

COPYRIGHT

It is the responsibility of students and professors to ensure that materials they post or distribute to others comply with the Copyright Act and the University's Fair Dealing Guidance for Students



(library.ucalgary.ca/files/library/guidance_for_students.pdf). Further information for students is available on the Copyright Office web page (<https://library.ucalgary.ca/copyright>)

A NOTE REGARDING INSTRUCTOR INTELLECTUAL PROPERTY

Generally speaking, course materials created by professor(s) (including course outlines, presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the professor (s). These materials may NOT be reproduced, redistributed or copied without the explicit consent of the professor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the course *at the same time* may be allowed under fair dealing

ACADEMIC INTEGRITY

The Cumming School of Medicine expects intellectual honesty from its students. Course participants should be aware of University policies relating to Principles of Conduct, Plagiarism and Academic Integrity. These are found in the printed Faculty of Graduate Studies Calendar, or online under Academic Regulations in the Faculty of Graduate Studies Calendar, available at [Faculty of Graduate Studies Academic Regulations](#)

ACADEMIC MISCONDUCT

For information on academic misconduct and its consequences, please see the University of Calgary Calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

EMERGENCY EVACUATION AND ASSEMBLY POINTS

Assembly points for emergencies have been identified across campus. The primary assembly points for South Campus (Health Science Centre (HSC); Health & Research Innovation Centre (HRIC); Heritage Medical Research Building (HMRB) and Teaching, Research and Wellness (TRW)) are:

- HSC and HMRB: HRIC Atrium (alternate assembly point is Parking Lot 6)
- HRIC: HMRB Atrium (alternate assembly point is Parking Lot 6)
- TRW: McCaig Tower (alternate assembly point is HMRB – Atrium)

APPEALS

If there is a concern with the course, academic matter or a grade, first communicate with the instructor. If these concerns cannot be resolved, students can proceed with an academic appeal, as per Section N of the Faculty of Graduate Studies Calendar. Students must follow the official process and should contact the Student Ombuds Office (<http://www.ucalgary.ca/provost/students/ombuds>) for assistance with this and with any other academic concerns, including academic and non-academic misconduct

THE FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY (FOIP) ACT

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP) and students should identify themselves on written assignments (exams and term work.) by their name and ID number on the front page and ID on each subsequent page. Assignments given by you to your course instructor will remain confidential unless otherwise stated before submission. The assignment cannot be returned to anyone else without your expressed permission to the instructor. Grades will be made available on an individual basis and students will not have access to other students' grades without expressed consent. Similarly, any information about yourself that you share with your course instructor will not be given to anyone else without your permission



WELLNESS AND MENTAL HEALTH RESOURCES

The University of Calgary recognizes the pivotal role that student mental health plays in physical health, social connectedness and academic success, and aspires to create a caring and supportive campus community where individuals can freely talk about mental health and receive supports when needed. We encourage you to explore the excellent mental health resources available throughout the university community, such as counselling, self-help resources, peer support or skills-building available through the SU Wellness Centre (Room 370, MacEwan Student Centre), <https://www.ucalgary.ca/wellnesscentre/services/mental-health-services> and the Campus Mental Health Strategy website <https://www.ucalgary.ca/mentalhealth/>

SUPPORTS FOR STUDENT LEARNING, SUCCESS, AND SAFETY

Student Ombudsman: The Student Ombuds' Office supports and provides a safe, neutral space for students. For more information, please visit www.ucalgary.ca/ombuds/ or email ombuds@ucalgary.ca

Student Union: The SU Vice-President Academic can be reached at (403) 220-3911 or suvpaca@ucalgary.ca; Information about the SU, including elected Faculty Representatives can be found here: <https://www.su.ucalgary.ca>

Graduate Student's Association: The GSA Vice-President Academic can be reached at (403) 220- 5997 or gsa.vpa@ucalgary.ca; Information about the GSA can be found here: <https://gsa.ucalgary.ca>

SAFEWALK

Campus security will escort individuals, day or night, anywhere on campus (including McMahon Stadium, Health Sciences Centre, Student Family Housing, the Alberta Children's Hospital and the University LRT station). Call 403-220-5333 or visit <http://www.ucalgary.ca/security/safewalk>. Use any campus phone, emergency phone or the yellow phone located at most parking lot pay booths. Please ensure your personal safety by taking advantage of this service.