

NEW YORK UNIVERSITY
Stern School of Business MBA Program

Course: MKTG-GB.2130
Spring 2026 (second half)

Innovation and Marketing in Pharma and Consumer Healthcare
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Course description

- **What if the next blockbuster therapy were discovered by artificial intelligence rather than in a laboratory?**
- **What if patients began purchasing prescription medicines the way they buy products on Amazon?**
- **What if AI became the most trusted decision-maker in healthcare—guiding doctors, patients, and payers?**

Healthcare is going through a period of rapid transformation. Scientific breakthroughs, artificial intelligence, digital platforms, and changing consumer expectations are reshaping how medicines are discovered, developed, and delivered. At the same time, the industry faces major challenges, including rising drug costs, complex insurance systems, and pressure to make innovation both effective and affordable. Because healthcare decisions affect millions of lives, leaders must learn to navigate the intersection of science, business, technology, and policy.

This course explores how scientific innovation becomes real-world healthcare solutions. Through the lens of marketing and commercialization strategy, students will examine how discoveries are turned into successful healthcare products—from pharmaceutical therapies to consumer health brands and digital health platforms. We will explore key forces shaping the industry today, including artificial intelligence in medicine, the rise of GLP-1 therapies, telehealth platforms, and the growing shift toward consumer-driven healthcare. Students will learn how companies influence decisions across the healthcare ecosystem—including physicians, patients, payers, and regulators—while balancing commercial success with the responsibility of improving health outcomes.

The course combines interactive lectures, real-world case studies, and discussions with industry leaders. Guest speakers may include pharmaceutical executives, biotech founders, digital health entrepreneurs, and venture investors. In the final session, student teams will design and present a launch strategy for a healthcare innovation, integrating product strategy, pricing, market access, and promotion.

Ultimately, this course asks a fundamental question: **How do we transform scientific discovery into innovation that truly reaches patients?**

Because the future of healthcare will not be determined only by scientists in laboratories. It will also be shaped by **leaders who understand markets, behavior, technology, and strategy—and who are bold enough to reimagine how healthcare works.**

Course Learning Objectives

By the end of this course students will be able to:

- Understand the **structure of the global healthcare industry**
- Apply **marketing frameworks to healthcare innovation**
- Analyze how **scientific discoveries become commercial products**
- Understand **pricing and access dynamics** in healthcare markets
- Design **integrated marketing strategies for pharma and consumer health**
- Evaluate the impact of **AI, digital health, and telemedicine**
- Develop a **complete launch strategy for a healthcare innovation**

Course structure

- **6 interactive sessions** featuring guest speakers from across the healthcare industry, including pharmaceutical executives, healthcare leaders, and physician influencers who will share real-world insights and experiences.
- **Case discussions and applied learning** will be integrated throughout the course, with a final **team presentation** in which students develop a launch strategy for a healthcare innovation.
- **Grading:** 50% based on **attendance and class participation**, and 50% based on the **final group presentation**.

2026 Tentative Course Schedule

Date	Tentative Topics
<p>Session 1 March 25th</p>	<p>Why Healthcare & Marketing Matters?</p> <ul style="list-style-type: none"> • Understand the structure of the healthcare ecosystem: pharma, biotech, payers, providers, regulators, and patients. • Examine the unique economics of healthcare markets, where pricing, access, and outcomes are tightly interconnected. • Explore how AI is reshaping the healthcare landscape, from drug discovery and diagnostics to patient engagement and marketing insights. <p>+ Guest speaker session</p>

<p>Session 2</p> <p>April 1st</p>	<p>Is consumer self-care the future of healthcare?</p> <ul style="list-style-type: none"> Analyze the rise of consumer-driven healthcare, including OTC, wellness, and digital health ecosystems. Apply the 4P marketing framework (product, price, place, promotion) to consumer healthcare brands. Evaluate how AI-powered health platforms, wearables, and digital coaches are transforming consumer self-care and preventive health. <p>+ Guest speaker session</p>
<p>Session 3</p> <p>April 8th</p>	<p>How Does Innovation Come to Life and Get Protected?</p> <ul style="list-style-type: none"> Understand the drug development lifecycle, from discovery and clinical trials to regulatory approval. Examine how companies protect innovation through patents, regulatory exclusivity, and lifecycle management. Explore how AI accelerates drug discovery, clinical trial design, and biomarker identification, reshaping pharmaceutical R&D. <p>+ Guest speaker session</p>
<p>Session 4</p> <p>April 15th</p>	<p>How Does Marketing Change Behavior?</p> <ul style="list-style-type: none"> Explore the behavioral science of healthcare decision-making among physicians and patients. Understand integrated healthcare promotion, including omnichannel engagement and field sales strategy. Examine how AI enables personalized marketing, predictive analytics, and next-best-action engagement with healthcare professionals and patients. <p>+ Guest speaker session</p>
<p>Session 5</p> <p>April 22nd</p>	<p>Who Decides the Price of Health?</p> <ul style="list-style-type: none"> Examine how pricing, reimbursement, and market access systems determine patient access. Understand the roles of payers, PBMs, governments, and pharmaceutical companies in shaping healthcare markets. Discuss how AI-driven health economics, real-world evidence, and predictive analytics are influencing value-based pricing and payer decisions. <p>+ Guest speaker session</p>
<p>Session 6</p> <p>April 29th</p>	<p>How do you design a successful healthcare product launch?</p> <ul style="list-style-type: none"> Guest speaker session Final group presentation