



A Playbook for the Drug Commercialization Process From Bench to Bedside

Online Mini-MBA in Drug Commercialization & Product Strategy



100% online cloud-based and asynchronous learning experience



Created with 8 academic specialists from the University of Arizona's Eller Executive Education, James E. Rogers College of Law, and Eller College of Management



2 Olympic gold-medalists teach transferable skills to performing under pressure and dealing with competition



Informed by leaders in the pharmaceutical industry



Capstone concluding the program prepares learners to put their plans into action



Eller Executive Education ranked #7 in the U.S. and #24 globally for Customized Executive Education by the Financial Times 2020

**Online,
Asynchronous**

Certificate

12 weeks

**Quarterly
intakes**

\$6,995



Your Team Will:

- Gain a deeper understanding of regulations in the pharmaceutical industry and the drug approval process
- Acquire fundamental knowledge of all phases of the product life cycle, from product development and pharmacovigilance to promotions and developing a go-to-market strategy
- Benefit from expert insights on commercialization, forecasting, and market access and research
- Complete this program with a champion mindset and enhanced understanding of the importance of teamwork
- Develop resilience and goal-setting skills to take with them into their daily work

Insights and Expertise From Top Faculty, Leading Professionals, and Champion Athletes



Mike Myers, Mike Myers, MBA, Adjunct Lecturer, Associate Director for the Center for Management Innovations in Healthcare, and Managing Director and a Founding Partner of CrowdPharm

“This program combines industry expert knowledge, academic foundations, and transferable skills to help professionals cultivate a champion mindset and develop an understanding of product pharma development, commercialization, and regulations as well as the business and management skills that are required to create a successful go-to-market strategy.”



Gail Devers, Three-time Olympic gold medalist and five-time world champion

“True winners make it happen. Make your vision a reality.”



Dan O'Brien, Olympic gold-medalist and three-time world champion

“To be the best, you need to overcome adversity, take personal responsibility, and learn the value of teamwork. Sometimes, the biggest hurdle is yourself.”

Learn More:

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DHGE.org/enterprise