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October 2, 2013

English 201 – Prof. Bryant

Reflective Statement

Controversial Issues in Marketing

Pharmaceutical Advertising

I’ve never been very good at group projects. I find that group projects are difficult for me because it is difficult for me to put my grade in the hands of another. This project was definitely different. My group and I clicked well and divided the work up according to what we thought our strengths were. I enjoyed our topic because it was different from what I usually study. I watch television often but haven’t never actually paid attention to the marketing that comes up for pharmaceuticals. I cannot remember a time when I did not witness a pharmaceutical commercial so it never occurred to me how they came about or how they are regulated. I have, on the other hand, noticed that commercials for the same product change periodically, often included new information that was not in the previous commercial. In my research, I personally focused mostly on these facts. Why do the commercials change and can pharmaceutical commercials actively keep information away from potential customers in order to temporarily increase revenue?

I learned a lot about the FDA, PhRMA and their roles in pharmaceutical marketing. I have heard about the FDA being a pre-law student here at Pace but did not recognize how widespread it has become. It’s an understatement to say that I did not become very immersed in our topic and I think that is why my group trusted me as much as they did and for that, I am glad. For the project, I met with my group to divide up the work according to what we were interested or good at. After we divided up the articles (we each read one), went over the details and collected our notes. My part of the project was using our notes to prepare the prezi presentation. Although we all played different parts in the project, we kept each other on our toes and stayed in constant communication so that we all agreed on changes and/or introductions of new information.