PharmaMar is an interactive case study which analyzes the evolution and internationalization of Pharmamar, a Spanish biotech company belonging to the Zeltia group.

Two main issues affecting PharmaMar are discussed:

- The analysis of the agreement with J&J
- The financial valuation of PharmaMar
Through a series of videos with company directors who explain different processes, this practical case presents both information about the Zeltia group and Pharmamar.
The student assumes different roles, and is guided by a series of exercises, in order to reflect about the two main issues (the analysis of the agreement with J&J and the valuation of Pharmamar). After answering these two questions, students will see a video which presents a different point of view and which serves to enrich class discussion.