



FUNDAMENTALS OF PHARMACEUTICAL MARKETING©

OVERVIEW:

Marketing plans and the planning process are both critical to providing the framework for all marketing activities and communications throughout the organization. Fundamentals of Pharmaceutical Marketing© is a state-of-the-art, fast-paced program designed to give those actively involved in marketing ethical products an in-depth understanding of the tools and techniques useful in creating a more strategic and results-oriented marketing plan. Overall, the program provides a high-quality foundation in marketing that produces an almost immediate improvement in the level of marketing professionalism, depth of analysis, and return on marketing investment in product plans and activities.

In this intensive and pragmatic seminar, participants have an opportunity to work on several actual marketing plans and are taught to use many new tools, including the Marketing Plan Checklist, to evaluate the thoroughness of each plan. In addition, actual pharmaceutical products form the basis of all the interactive lectures and workshops. For this reason, it is recommended that companies consider sending teams who can be assigned to work on their actual products and plans.

LEARNING OBJECTIVES:

- Learn to use marketing terminology, processes and tools consistently and correctly
- Do much more in-depth analysis of the market
- Significantly improve skills of segmentation and segment profiling
- Become much more strategic and innovative in challenging competitors
- Create clear positioning and core marketing strategies
- Learn to create and implement marketing plans



PROGRAM CONTENT:

Day One: “The Framework Day”

- Principles of Marketing Management
- The Marketing Plan
- Building the Brand Leader
- Situation Analysis
- Market Segmentation and Target Marketing

Day Two: “The Customer Day”

- Customer Chain Management and Critical Links
- Identification of the Customer and Customer Values
- Attribute Mapping
- Strategic SWOT Analysis
- Key Issues, Critical Success Factors
- Setting Objectives

Day Three: “The Strategy Day”

- Developing Marketing Strategies
- Product Positioning and the Core Marketing Strategy
- Diffusion of Innovation and the Strategic Response Model

Day Four: “The Summary Day”

- Supporting Marketing Strategies and Action Plans
- The Executive Summary (Workshop)

COURSE FORMAT:

Interactive lectures, case studies, workshops, group exercises. Calculators required. Laptop computers highly recommended.

WHO SHOULD ATTEND:

All marketing and product managers.

PRELIMINARY REQUIREMENTS:

At least one year of market planning and promotional experience is recommended prior to attendance. If participants have laptops, we recommend that they bring these to the training.

PROGRAM LENGTH:

Four days. Program includes evening assignments.



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