

Objectives

- To provide a practical and in-depth insight into the role of the product manager in today's pharmaceutical industry
- To provide an overview of the marketing process and the key elements that drive the marketing plan

Target Audience

- Product managers / brand managers / executives with up to approximately one year's marketing experience

Course Content

DAY 1:

Marketing and Business Fundamentals

- Definitions and aims of marketing
- The importance of focusing on the customer and the competition
- Bottom-line versus Top-line
- The role for the product manager and the marketing department

Market Definition and Segmentation

- How to define a pharmaceutical market
- How to segment a market

SWOT Analysis

- What is SWOT?
- How to find out your companies product strengths and weaknesses compare to the competition
- The importance of customer perception
- How do you use this methodology and why?
- SWOT and critical success factors
- Types of SWOT

DAY 2:

Project Planning

- How to get things done on time!
- How to use Gantt charts
- What is a critical path analysis?

Forecasting

- How to forecast a market
- How to forecast an established brand
- How to forecast a new therapy
- Building patient models

Product Positioning

- What is positioning? Why is it so critical?
- What is a positioning statement?
- Factors to be considered when positioning a product, both pre and post marketing
- The Ries and Trout approach to positioning
- Matching the creative approach to the positioning strategy
- Examples of positioning

DAY 3:

Targeting

- The rationale for targeting
- How to target - factors to consider
- When to target
- Measuring success or failure

The Product Life Cycle

- What is meant by product life cycle?
- Extending the life cycle: factors to consider
- Critical stages in the life cycle - how to identify where your product is
- Life cycle theory and planning

Product Portfolio Analysis

- How to conduct a portfolio analysis
- Different methodologies
- The implications in terms of company planning and product strategy

DAY 4:

The Promotional Mix

- What methods are available to promote pharmaceutical products?
- What can realistically be achieved by each of these methods?
- How to define the right mix and an appropriate campaign plan
- How to set key performance indicators

The Financial Aspects of Marketing

- The profit and loss statement
- Break-even analysis
- Budgeting and the importance of budgetary control

The Product Marketing Plan

- What are the key elements of a marketing plan?
- How to structure it

- **Course Review**