



Marketing Pharmaceutical Products

A 200 Level Simulation-Based Course

<http://www.iibd.com/marketing-pharma-products/>



Overview

This course will teach you the fundamentals of developing and delivering a detailed marketing plan, including:

- How to Complete a Situation Analysis and Competitive Analysis
- How to Assess a Product Profile
- Opportunity Assessment & Strategy Development
- Effective Segmentation Techniques
- Building a Brand with a Distinct Position
- The Financial Viability of Your Product & Tactical Execution

The Marketing Pharmaceutical Products course has been developed specifically to support the professional development of pharmaceutical associates by exposing them to the principles and practice of the most important commercial discipline, marketing.

Content

This 3.5 day comprehensive marketing course will teach you the fundamentals of marketing a brand in the pharma industry. Participants will be taught how to develop a detailed marketing plan, how to perform a market analysis, strategy development techniques, segmentation and positioning, financial assessment and plan execution.

Topics are explored in plenary sessions where the principles are taught, followed by case study exercises where the practice is applied.

At course end, participants will enter their marketing strategy into the StHEALTH simulation tool. The Simulation will be run forward in time and results will be provided, including an extensive debrief.

Who Should Attend

Marketing associates, product managers, brand team members, commercial analytics team members, clinical research associates, finance associates, R&D team members, regional or district sales managers, strategic planners, managed care and reimbursement associates

2010 Dates

US Courses:

June 8-11, 2010 / Stowe VT

October 19-22, 2010 / Stowe VT

Canadian Courses:

May 4-7, 2010 / Montreal QC

Nov. 30 - Dec. 3, 2010 / Montreal QC

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Course Agenda

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	DAY 1	DAY 2	DAY 3	DAY 4
8:30 AM	Introduction to Course Objectives What is Marketing? 15 Minute Break The Planning Process Environmental Analysis Introduction to Case Study	Day 1 Review Business Strategy - SWOT Break-out: Strategy - SWOT 15 Minute Break	Day 2 Review The P&L The Final Plan 15 Minute Break	Final Marketing Plan Presentation by Case Team
12:00 PM	Lunch	Lunch	Lunch	Course Debrief and Wrap-up
1:00 PM	Competitive Analysis Break-out: Trend and Competitive Analysis 15 Minute Break Opportunity Assessment Break-out: Market Definition and Opportunity Assessment	Marketing Mix: Segmentation Positioning, and Promotion Break-out: Positioning Statement & Price Strategy 15 Minute Break Promotional Planning Break-out: Targeting, Salesforce, Marketing Tactics	Break-Out: Final Presentations	Seminar Close
5:30 PM	End of Day 1	End of Day 2	End of Day 3	