



# Health Services Academy Islamabad Course Outline

## “Pharmaceutical Product Management”



### Course Fee:

- For Pakistani Students PKR 15,000/-
- For Foreign Students US \$ 125/-

Health Services Academy. Park Road ,Chakshahzad , Islamabad

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# Pharmaceutical Product Management

## Course Description

Pharmaceutical Product Management course is designed to create an effective Brand Manager for pharmaceutical industry. This course focuses on how product manager works in pharmaceutical industry, what are his key responsibilities and job functions. The pharmaceutical product manager course will provide practical knowledge, skills and recent marketing tools, which will enable to be a professional Product Manager.

## Course Objective

The objective of Pharmaceutical Product Management is to make participants understand principles of Pharmaceutical Branding, role of brand's image, elements and components of a brands, brand equity etc. The main aim of Pharmaceutical Product Management is to make sure that the participants understand implications of planning, implementing and evaluating Branding Strategies.

# Pharmaceutical Product Management

## Knowledge Outcomes



- Pharmaceutical Product Management
- Pharmaceutical Marketing knowledge and Skills
- New product development and launching
- Competition and strategies
- Market evaluation and segmentation.
- Product Segmentation, targeting and positioning.
- Promotional mix
- Promotional messages
- Understanding local and international pharma market

## Abilities Outcomes



- Prepare Marketing\_plan.
- New product development
- Market segmentation and positioning
- Preparation of effective detailing and promotional mix
- Will be able to create and develop product and pricing strategies.

## Skills Outcomes



- Organizational and planning skills.
- Management Skills
- Skills to analyze, observe and monitoring market trends.
- Skills to create manage and coordinate marketing activities.
- Marketing activities formulation and execution.
- Event Management



This course will build on presentations, discussion & assignments. This course rests on several components – self-study, case discussions, interaction, as well as implementing Strategies to practice and application in the subject area:

- Self-Study:
- Student-Instructor Interaction in the class.
- Discussion of selected questions, finding of examples, answering of questions etc.
- Group Discussions.
- Preparation of short assignments.
- Final report/project and discussion on a selected topic.



# Contents

- 01 Pharmaceutical Marketing**  
Types of Pharma. Companies, Global Pharma Market trends. Pakistan Pharma Market an overview. . (Sri Lanka Pharma Market an overview for Sri Lankan Students)
- 02 Marketing Basics**  
Marketing def. History, diff. between Sales & Marketing, Marketing Behavior
- 03 Management**  
What Is Management, Management Process, Product Management.
- 04 Product**  
Product Def., Levels of Product, Product Features and Benefits, Product Mix and its dimensions. Mode of adding new product
- 05 Product Life Cycle**  
Product Life Cycle stages and strategies
- 06 Competition**  
Types of competition. Branded Vs Generic Strategies.



# Contents

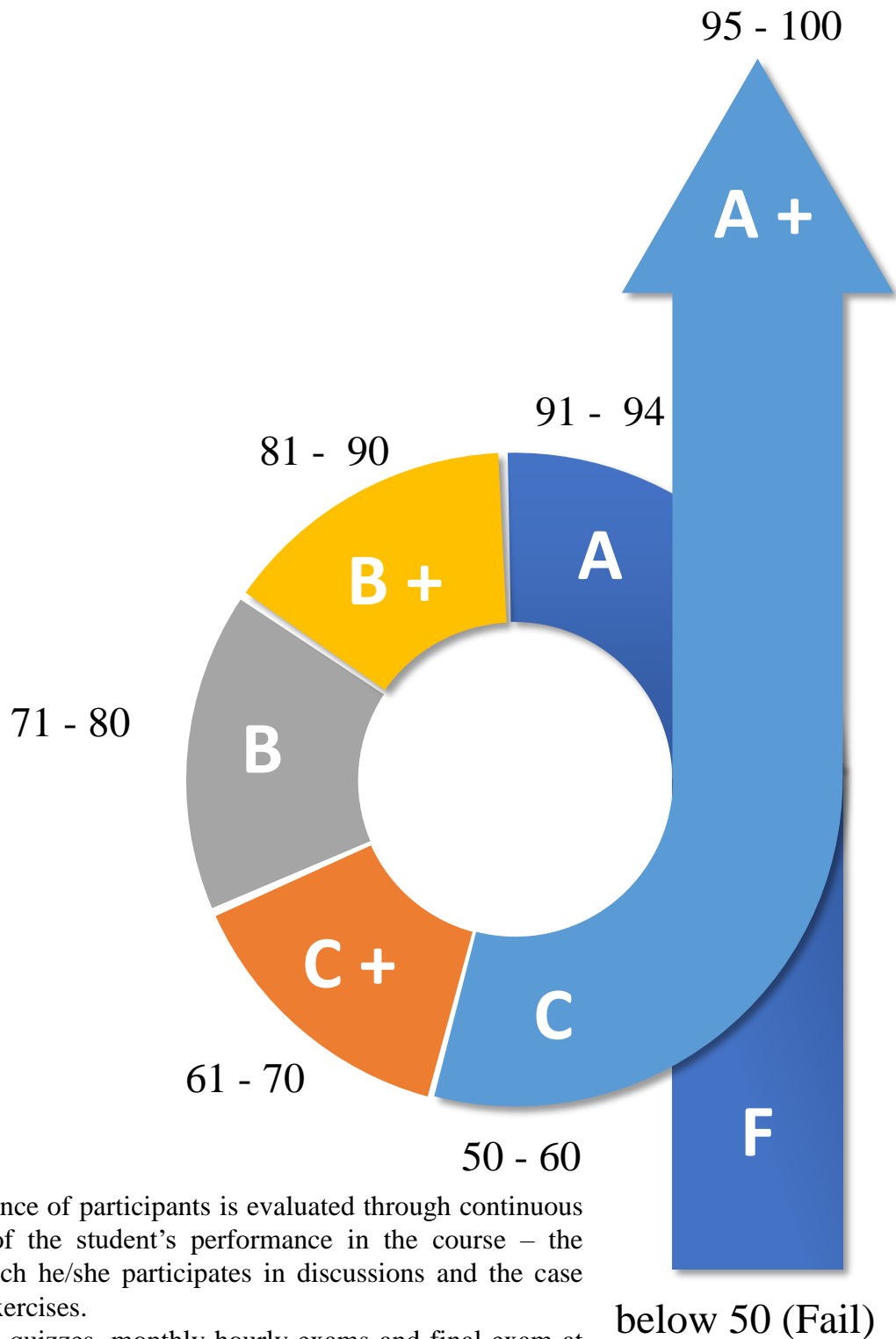
- 07 Product Management**  
Packing types, importance, Types of Pharmaceutical Packaging.
- 08 Customer**  
Customer satisfaction, Pharma. Customers.
- 09 Marketing Environment**  
Marketing Environment, controllable/uncontrollable, Pharma Marketing environment.
- 10 Product Management Phases.**  
Product Management Phases, SWOT analysis
- 11 Planning**  
Planning Process, Strategies and Tactics.
- 12 Marketing Mix**  
4 Ps, Differential Advantages
- 13 Product Positioning**  
How to create, Brand essence, Product Mantra, Creating differential advantages



# Contents

- 14 **The Fifth P**  
Product Management System, Scope. Role of Product Manager.
- Advertising**
- 15 Advertising History its scope and types AIDA model.
- 16 **Market**  
Definition Types of target market.
- 17 **Product Promotion**  
Product Management Phases, SWOT analysis
- 18 **Detailing Ad.**  
Making a detailing ad, Its types, and usage.
- 19 **Promotional Expense/Budgeting**  
4 Ps, Differential Advantages
- 20 **Marketing Plan**  
Marketing Plan Content and methodology
- 21 **Basic Project Management (For Sri Lankan Students)**
- 22 **Regulatory Affairs (For Sri Lankan Students)**

# EVALUATION AND GRADING



The performance of participants is evaluated through continuous observation of the student's performance in the course – the extent to which he/she participates in discussions and the case studies and exercises.

There will be quizzes, monthly hourly exams and final exam at the end of the program. The total marks for passing the course will be 50 out of a total of 100 marks.

Participants, who do not meet attendance or any other eligibility criteria, will not be allowed to appear in the final examination.