

BrandPharma Offer

Pharmaceutical and medical markets are becoming more and more complex each year. Intensifying business competition, frequent changes in government regulation pharmaceutical advertising and drug distribution, increasing expectations of the medical world – these developments require greater skills from people in the pharmaceutical marketing.

These skills can thus importantly contribute to a company's competitive advantage, or become a cause of serious problems.

BrandPharma's offer encompasses the following areas:

1. Competence assessment of marketing department employees (up to Product Manager level)
2. Professional training in pharma marketing
3. Individual shadowing programmes for new Product Managers
4. Tailored consulting projects

