

New Product Manager Induction Programme (‘Shadow Manager’)

How many ‘new marketers’ are born in your company overnight – between the making of an announcement about a promotion of a gifted SR to Product Manager on Monday and his turning up in the office on Tuesday morning?

How much time is his direct superior able to dedicate to developing his skills and competence?



Answering these questions, you are no doubt able to see how necessary it is to support this person during his first weeks and months in his new position. Every inefficient day spent by that person at work means a loss of a part of the latent potential of the brand managed by him.

‘First steps’ is a programme lasting a total of up to 2 weeks (minimum 5 working days), which includes common work on the current projects as well as an interactive training on the basics of pharma marketing in the meantime. Issues discussed during the training include segmentation, targeting and positioning, with particular emphasis on communication management and development of promotional materials.

The details of the offer:

Day 1:

1. Morning: key definitions in marketing:
 - Client
 - Segmentation
 - Targeting
 - Positioning
 - Perception maps
2. Afternoon: overview of current projects focused on the above terms

Day 2:

1. Morning: key definitions in marketing continued:
 - Marketing mix – 4P – tools
 - Satisfaction/loyalty/attachment
2. Afternoon: overview of current projects focused on the above terms

Day 3:

1. Morning: marketing communication management:

- Nature of communication
 - Communication aims
 - Means
 - Communication management
2. Afternoon: overview of current projects focused on the above terms

Day 4:

1. Morning: marketing plan:
 - Current market situation – environment analysis
 - SWOT analysis
 - Marketing strategies and objectives
 - Tactics
2. Afternoon: overview of current projects focused on the above terms

Day 5:

1. Morning: knowledge consolidation:
 - Presentation (by the PM) of the plans and tools learnt
 - Discussion
 - Development of aims for the next 3 months
2. Afternoon: meeting with the supervisor, presentation of materials and discussion about the personal development plan

As part of the training programme, the PM receives print-outs of materials concerning the issues discussed.

During the duration of the programme and for one month following its completion, the PM can consult specific issues by phone or by mail with the coach.