

Pharmaceutical Marketing Basics Training

The contents of the training programme take into account the unique structure of the Polish pharmaceutical industry and can be individually tailored to the needs of a specific company. In the case of the latter approach, the identification of these needs is carried out at the beginning of the project. The subsequent training is planned and executed according to the needs identified.

The format of BrandPharma's training programmes is that of interactive workshops. Concepts presented in presentations provide the basis for mutual sharing of experience. The participants are often encouraged to work, individually or in groups, on the products with which they are engaged in their everyday work. This format assures a great degree of interest and commitment on the part of participants and allows them to make direct use of their new knowledge after the completion of the programme.

BrandPharma offers programmes in four fundamental areas of Marketing and Sales:

1. Basics of pharmaceutical marketing
2. Marketing planning
3. Coordination of marketing and sales activities/promotional message management
4. Strategic market analysis

Training programme:

Basics of pharmaceutical marketing (2 – 4 days):

1. Key terms and concepts of marketing
2. Marketing strategies for a product and for a brand
3. Marketing tools and programmes used in the pharmaceutical market (mktg mix)
4. Marketing and Sales – cooperation or competition?
5. Assessment and control of marketing activities
6. Marketing plan – how to integrate knowledge, tools and strategies into a marketing plan for my product?

Marketing planning (2 days):

1. Market analysis
2. Competitive analysis
3. Nodal analysis – identification of 'key players'
4. SWOT analysis
5. Selection of strategic objectives
6. Tactical planning – marketing mix
7. Sales forecasting
8. Operational planning

Marketing & Sales cooperation. Marketing communication (2 days):

1. Features of a 'good team'
2. Knowledge and skills of the Marketing and Sales departments
3. Areas of cooperation: marketing planning; tactical planning (programmes); communication planning
4. Role of the Sales Force in marketing communication
5. Selection of communication aims
6. Communication management process
7. Implementation of the process

Strategic market analysis (1 day):

1. Drug sales process – Rx; hospital
2. Mktg mix in the pharma market
3. Effectiveness of the individual elements of the mktg mix – hypotheses
4. Case studies presentation
5. Conclusions