

NIRMA UNIVERSITY
Institute of Pharmacy

(B. Pharm)
(Semester - VIII)

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Course Code	BP803ET
Course Title	Pharma Marketing Management – Theory

Scope:

The pharmaceutical industry not only needs highly qualified researchers, chemists and technical people, but also requires skilled managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry. The Knowledge and Know-how of marketing management groom the people for taking a challenging role in Sales and Product management.

Objectives:

The course aims to provide an understanding of marketing concepts and techniques and their applications in the pharmaceutical industry.

Course Learning Outcomes (CLO):

At the end of the course, students will be able to -

1. Understand the concepts of marketing environment and competitive analysis with respect to pharmaceutical market
2. Describe product life cycle and product management in pharmaceutical industry
3. Discuss budget and various promotional methods for pharmaceutical product
4. Select channel for pharmaceutical marketing and distribution management
5. Manage the strategies for pricing in pharmaceutical industry and propose new concepts in marketing

Syllabus:

Teaching hours: 45 Hours

UNIT I

10 Hours

Marketing:

Definition, general concepts and scope of marketing; Distinction between marketing & selling; Marketing environment; Industry and competitive analysis; Analyzing consumer buying behavior; industrial buying behavior.

Pharmaceutical Market:

Quantitative and qualitative aspects; size and composition of the market; demographic descriptions and socio-psychological characteristics of the consumer; market segmentation & targeting. Consumer profile; Motivation and prescribing habits of the

physician; patients' choice of physician and retail pharmacist. Analyzing the Market; Role of market research.

UNIT II

10 Hours

Product Decision:

Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; New product decisions; Product branding, packaging and labeling decisions, Product management in pharmaceutical industry.

UNIT III

10 Hours

Promotion:

Methods, determinants of promotional mix, promotional budget; An overview of personal selling, advertising, direct mail, journals, sampling, retailing, medical exhibition, public relations, online promotional techniques for OTC Products.

UNIT IV

10 Hours

Pharmaceutical marketing channels:

Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management, Product recalls and its impact.

Professional sales representative (PSR):

Duties of PSR, purpose of detailing, selection and training, supervising, norms for customer calls, motivating, evaluating, compensation and future prospects of the PSR.

UNIT V

10 Hours

Pricing:

Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in pharmaceutical industry. An overview of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority).

Emerging concepts in marketing:

Vertical & Horizontal Marketing; Rural Marketing; Consumerism; Industrial Marketing; Global Marketing.

Tutorials

Teaching hours: 30 Hours

Tutorials will be based on above syllabus

Suggested Readings[^]: (Latest Edition)

1. Philip, K. and Kevin, L.K., *Marketing Management*, New Delhi, India: Prentice Hall of India.
2. Walker, B. and Larreche, *Marketing Strategy - Planning and Implementation*, New Delhi, India: Tata MC GrawHill.
3. Dhruv, G. and Michael, L., *Marketing*, India: Tata MC Graw Hill
4. Arun, K. and Menakshi, N., *Marketing Management*, India: Vikas Publishing
5. Rajan, S., *Marketing Management*, India: Tata MC Graw-Hill

6. Ramaswamy, U.S and Nanakamari, S, *Marketing Managemnt: Global Perspective*, Indian Context, New Delhi, India: Macmilan
7. Shanker, R., *Service Marketing*, New Delhi, India: Excell Books
8. Subba, R.C., *Pharmaceutical Marketing in India*, Excel Publications.

L= Lecture, T= Tutorial, P= Practical, C= Credit

^this is not an exhaustive list
