



ADITYA COLLEGE OF PHARMACY

Aditya nagar, Surampalem,
Andhra Pradesh 533437

Timings:
28th Jan to 2017 to
25th Feb 2017
(Every Saturday)

A VALUE ADDED COURSE ON



"Pharmaceutical sales and marketing"

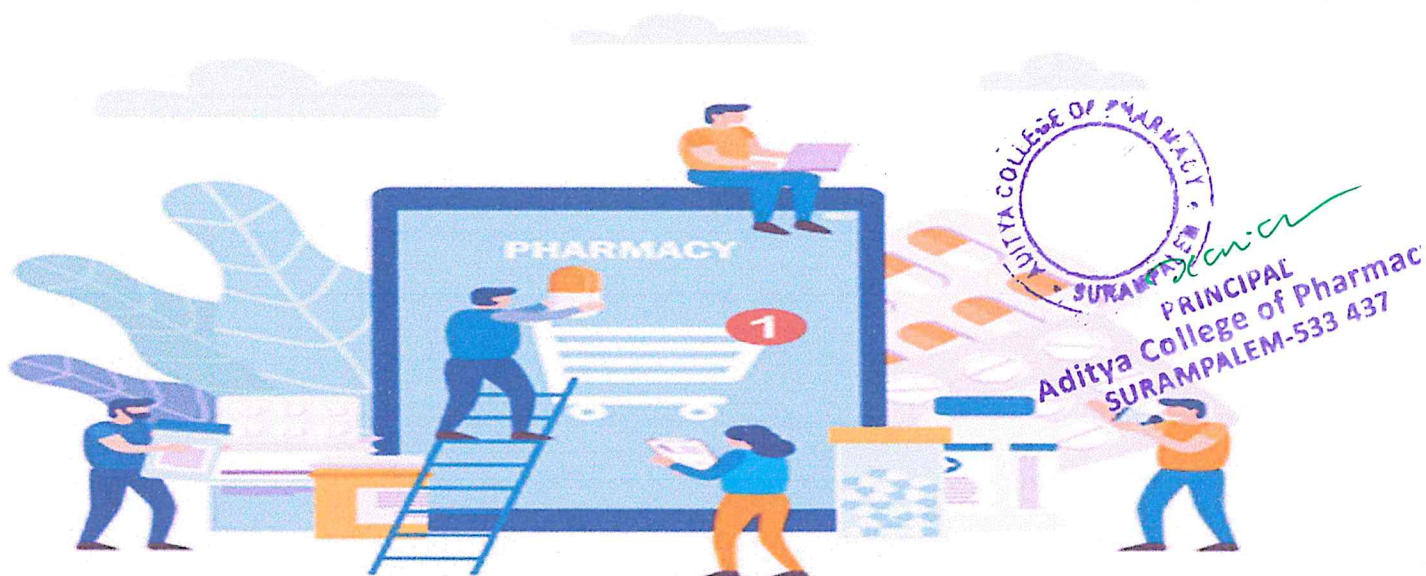
ELIGIBILITY: III & IV B.PHARMACY

Coordinator: **Dr.A.Haritha**
Asst. Professor,
Aditya College of Pharmacy

Resource Person: **Amit kumar**
Asso. Professor,
Aditya College of Pharmacy

Convener: **Dr.K.Ravishankar**
Principal,
Aditya College of Pharmacy

Patron: **Dr.N. Satish Reddy**
Vice-Chairman,
Aditya Educational Institutions



All the students enrolled in this course will be provided with a certificate



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(ADITYA NAGAR, ADB ROAD, SURAMPALEM 533 437, E.G.Dt, Ph.9949876664, 08852-200005)

Website: www.acop.edu.in, Email: office@acop.edu.in

COURSE SYLLABUS

DURATION: 30Hrs

COURSE NAME: Value-added Course on Pharmaceutical Sales and Marketing

Course Objective:

Describe the concept of pharmaceutical marketing.

Demonstrate different pharmaceutical marketing channels

Understand the role of market research

Course Outcome:

To explain the concept of product management in pharmaceutical industry

To understand the various components of promotion of pharmaceutical products

To elaborate the role and responsibility of professional sales representative

To identify the roles and responsibilities of pricing authorities in India


To demonstrate the emerging concepts of marketing

DAY 1: 28-01-2017, 6Hrs

Module 1:

General Overview: Definition, general concepts, and scope of marketing; Distinction between marketing & selling; Marketing environment; Industry and competitive analysis;




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DAY 2: 04-02-2017, 6Hrs

Module 2:

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;

DAY 3: 11-02-2017, 6Hrs

Module 3:

Product decision: Meaning, Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; New product decisions; Product branding, packaging and labeling decisions,

DAY 4: 18-02-2017, 6Hrs

Module 4:

Promotion: Meaning and methods, determinants of promotional mix, promotional budget; An overview of personal selling, advertising, direct mail, journals, sampling, retailing, medical exhibition,

DAY 5: 25-02-2017, 6Hrs

Module 5:

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).



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REFERENCE:

1. Lidstone, J., & MacLennan, J. (2017). *Marketing planning for the pharmaceutical industry*. Routledge.
2. Arora, U., & Taneja, G. (2006). An analytical study of physicians behaviour towards marketing of pharmaceutical products. *Indian Journal of Marketing*, 36(11).
3. Attarabeen, O., & Alkhateeb, F. M. (2013). Rollins B, Perri M.: Pharmaceutical Marketing. *American Journal of Pharmaceutical Education*, 77(6).
4. Lerer, L., & Piper, M. (2003). *Digital strategies in the pharmaceutical industry*. Basingstoke, UK: Palgrave Macmillan.



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Approved by AICTE & PCI - NEW DELHI, Affiliated to JNTUK KAKINADA
(Formerly known as Sri Sai Aditya Institute of Pharmaceutical Sciences & Research)

Ph: 99498 76664

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CERTIFICATE COURSE SUMMARY 2016-17

COURSE CODE AND NAME : VPSM and Pharmaceutical Sales and Marketing

COURSE DURATION : 30Hrs

BRANCH AND YEAR OFFERED: III & IV B.Pharmacy

COURSE INSTRUCTORS : Amit Kumar, Associate Professor

COURSE OUTCOME

Student would be able to understand the concept of product management in pharmaceutical industry, various components of promotion of pharmaceutical products and to elaborate the role and responsibility of professional sales representative

COURSE TYPE : Self framed course

ASSESSMENT MODE

DURATION : 30 Hours


NO.OF PARTICIPANTS : 65

SCHEME OF EXAM : MCQ Offline

DATE OF EXAM : 27-02-2017


Course coordinator




Principal
PRINCIPAL
Aditya College of Pharmacy
SURAMPALEM



Sample



Certificate of

Completion

This is to certify that Mr./Ms.

_____ has successfully completed the Value Added course entitled "Pharmaceutical sales and marketing" held in Aditya College of Pharmacy, Surampalem from 28th January to 25th February, 2017

N. Sate Reddy
Chairman

N. Sate Reddy
Vice-Chairman



Principals
PRINCIPAL, Pharmacy
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Surampalem
Director & Principal