

GUJARAT TECHNOLOGICAL UNIVERSITY

B.Pharm
SEMESTER: VII

Subject Name: Pharmaceutical Marketing Management

Subject Code: 2270009

Teaching Scheme				Evaluation Scheme			
Theory	Tutorial	Practical	Total	Theory		Practical	
				External	Internal	External	Internal
3	0	0	3	80	20	0	0

No	Course Content	Hrs
1	General principles of Marketing and applications to pharmaceutical marketing	30
A	Marketing research:-Healthcare environment, Medical professional organizations, Pharmaceutical professional and industry organizations, Pharmaceutical market size and growth factors, Pharmaceutical marketing environment versus consumer marketing, Tools of research, Opportunities for existing and new innovative products	3
B	Strategic marketing Option :- Active pharmaceutical ingredients (bulk drugs), Over the counter drugs (OTC), Prescription drugs, Biologics & Biopharmaceuticals, Herbal & traditional systems of medicine based products, Medical devices, Surgical products	3
C	Roll of pharmaceutical marketing within organization and medical profession, Marketing organization structure in pharma company	3
D	Product development & Management- Development, Positioning & promotional strategy, Development of effective communication aids, Modern promotion tools, Market segmentation- by indications, by patient profile, by medical practitioners type, by dosage form	4
E	Product Lifecycle management - Marketing mix -4 P's (product, pricing, place & promotion), Post Market stability surveillance	3
F	Sales force management –Recruitment & training, Sales forecasting & targeting , Reporting, Performance appraisal, Incentive types, Customer relation management	4
G	Distribution Management & Logistics –Supply chain, Cold chain, Applications of IT & Management information systems for efficient marketing, controlling expiry & returned goods	3
H	Domestic Market- Indian scenario-Government & Institution supply, hospital & trade supply, Ethical marketing & Franchise (sales promoters) marketing	4
I	International Marketing- Regulated, semi regulated & rest of the world markets, Marketing and manufacturing authorization, Pricing & Inco terms like CIF, FOB, commercial documents, Marketing & distribution strategy, Export incentives, Role of Pharmexcil and other Government institutions	3
2	Regulatory Aspects	15
A	Essential drugs, DPCO provisions & implications of pricing in India	2
B	Implications of patents and trademarks on marketing	2
C	Registration of drugs in India, US, Europe and African countries – Dossier preparation	6
D	Pharmacovigilance and Pharmacovigilance program of India (PVPI)	2

E	Wholesale & Retail licence requirements	1
F	Indian Medical Council (Professional conduct, Etiquette and Ethics) Regulations 2002	1
G	Uniform code of Pharmaceutical Marketing Practices (UCPMP)	1

References Books:

1. Marketing management by Philip Kotler
2. Sales Management by Still, Cundiff and Govoni
3. Managing a Sales Force , Mike T Wilson
4. Drugs and Cosmetic Act and Rules
5. www.cdsc.nic.in (official website of CDSCO)
6. www.nppaindia.nic.in (official website of NPPA)
7. www.fda.gov (official website of USFDA)
8. www.ema.europa (official website of EMA)
9. www.edqm.eu (official website of EDQM)
10. www.mciindia.org (official website of Medical Council of India)
11. www.pharmaceuticals.gov.in (official website of department of pharmaceuticals)