

B. PHARMACY

Syllabus ♦ Semester-8

Elective subject-1 name with code: 13PH0803 Pharma Marketing Management

Course Objective

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.

Course Outcomes

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

Teaching and assessment scheme

Teaching Scheme (Hours)			Credits	Theory/ Tutorial Marks			Practical Marks		Total Marks
Theory	Tutorial	Practical		CSE	IA (I)	ESE (E)	TW	Viva (V)	
3	1	0	4	10	15	75	0	0	100

Theory syllabus

Teaching hours: 45 Hours

Unit-1

10 Hours

Marketing: Definition, general concepts and scope of marketing; Distinction between marketing & selling; Marketing environment; Industry and competitive analysis; Analysing consumer buying behaviour; industrial buying behaviour. 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. Analysing the Market; Role of market research.

Unit-2

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 labelling decisions, Product management in the pharmaceutical industry.

Unit-3

10 Hours

Promotion: Methods, determinants of the 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-4

8 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. Professional sales representative (PSR): Duties of PSR, the purpose of detailing, selection and training, supervising, norms for customer calls, motivating, evaluating, compensation and prospects of the PSR.

Unit-5

7 Hours

Pricing: Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in the 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 will be based on the above syllabus.

Teaching hours: 15 Hours

Recommended references (Latest edition)

1. Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice-Hall of India, New Delhi.
2. Walker, Boyd and Larreche: Marketing Strategy- Planning and Implementation, Tata McGraw-Hill, New Delhi.
3. Dhruv Grewal and Michael Levy: Marketing, Tata McGraw-Hill.
4. Arun Kumar and N Meenakshi: Marketing Management, Vikas Publishing, India
5. Rajan Saxena: Marketing Management; Tata McGraw-Hill (India Edition).

6. Ramaswamy, U.S & Nanakamari, S: Marketing Management: Global Perspective, Indian Context, Macmillan India, New Delhi.
7. Shanker, Ravi: Service Marketing, Excel Books, New Delhi.
8. Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications.