

**RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA**

**M. Pharm (Pharmaceutical Marketing)**

**II Semester Course Contents**

**MPY-201-PM: PHARMACEUTICAL MARKETING**

**Unit I**

Concepts of marketing and market, marketing mix, product, price, promotion, place. Product: product concept, product classification, new product development, product life cycle, product mix decision, branding, packaging, labeling decisions, service as a product, Price: Objective of pricing, pricing policies, pricing methods. Promotion: Advertising, sales promotion, personal selling, public relation, publicity and propaganda. Place: Marketing channels, vertical and horizontal integration, channel conflict management, distribution system and logistic management.

**Unit II**

Pharmaceutical marketing planning and control, segmenting (demographic and psychographic) targeting, positioning (STP), marketing research and forecasting, marketing information system value proposition. Marketing of OTC products, generic products, proprietary products and biotechnological products.

**Unit III**

Marketing communication: functional areas of marketing communication; integrated marketing communication; types of advertising agencies; media partners and their role; compensating the advertising agencies; agency evaluation; brands-its meaning; creating and maintaining the brand; selecting desired brand position; developing brand identification; creating a brand image; creating and maintaining brand relationship with customers; brand-customer touch points; prospects and customers; AIDA model; think/fear/do models; brand decision making process; attitude formation and attitude change; brand likeability.

**Unit IV**

Pharmaceutical Marketing: Evolution of marketing concepts; production oriented, sales oriented, promotion oriented and consumer oriented (modern concept); market segmentation; concept of marketing, mix Role of 7P's (Product, Price, Physical Evidence, Process, People) in Pharmaceutical Marketing Management, corporate planning & strategy, Pharmaceutical industrial marketing management. Pharmaceutical marketing environment. Product management. E-Pharma Marketing, Kaizen and six sigma technique.

**Unit V**

Marketing Research: Definition and importance, Pharmaceutical Marketing Research Technique, marketing information system, pharmaceutical marketing research area. Database for searching pharmaceutical market of drug products and drug substances

Market Demand and Sales Forecasting: Major concept in the demand measurement, estimating current demands, geo-demographic analysis, estimating industry sales, market share and future demand, sales forecasting.

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**MPY-202-PM: MARKETING MANAGEMENT**

**UNIT I**

Marketing Management: Meaning, Evolution-scientific, administrative and human relation approach. Process of management: Planning, organizing, staffing, directing, coordinating and controlling- a preliminary idea of concepts, processes and techniques.

Fundamental concepts of production, financial, personal, legal and marketing functions with special reference to Pharmaceutical Management. Introduction to budgeting, costing, auditing and budgetary control. Entrepreneurship development.

**UNIT II**

Personnel Management: Job analysis, recruitment, selection, orientation and training, performance appraisal and compensation. Retrenchment, lay off and discharge.

Management of Industrial Relations: Industrial disputes, settlement of disputes through various routes such as bargaining, etc.

**UNIT III**

Management skills: Tasks, responsibilities and skills needed. Leadership, Styles and managing change. Decision Making; Types, procedures, evaluation and selection of alternatives, decision making under various situations. Management information and decision support systems and time management.

**UNIT IV**

Motivational aspects, theories of motivation, group dynamics, rewards and incentives, interpersonal skills, significance of communication, its processes, measures for effective communication, conflict management. Stress management, Situational management.

**UNIT V**

Managing relationship and building loyalty: customer-firm relationship, analyzing and managing customer base; customer management relationship system in services marketing; customer feedback and service recovery; customer complaining behaviour, principles and responses to effective service recovery, service quality and the gap model, measuring and improving service quality, defining, measuring and improving service productivity; organizing for service leadership; search for synergy in service management, creating a leading service organization.

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**MPY-203-PM: PHARMACEUTICAL BUSINESS**

**Unit I**

International business - meaning and modes of International business; Globalization – concepts, characteristics and drivers; International business environment – cultural, economic, political and legal environment;

**Unit II**

Export-Import policy in India – salient features; International commercial terms (Incoterms); Import- Export documentation - Bill of Exchange, Marine Insurance policy, Invoices and other documents; Transport documents - Bill of lading, Airway Bill, Multimodal transport documents; Letter of Credit – meaning, types of letter of credit; Financing exports - preshipment credit, post-shipment finance; Financing imports; Export credit Insurance – standard and specific policies, guarantees.

**Unit III**

World Trade Organizations (WTO) – structure and overview of agreements; Regional economic groupings – meaning, levels and implications for International business; Foreign Direct Investments (FDI's) – concepts, types, motives, impact of FDI, Foreign Direct Investment in India

**Unit IV**

Multinational Enterprises (MNEs) – features, types, factors affecting MNEs; Foreign market entry strategies and strategic alliances – basic entry decisions, entry modes selection, reasons and process of strategic alliance management.

**Unit V**

The Indian Contract Act, 1872 – meaning and essentials of contract ; Offer and Acceptance; Capacity of the parties; Consideration; Free consent; Legality of object; Performance; Discharge and remedies for breach of contract. Sale of Goods Act, 1930 – relevant provisions. Companies Act, 1956 – meaning, characteristics and types of companies; Formation of company; Meaning and contents of Memorandum of Association and Articles of Association; Company management and managerial remuneration; Company meetings and proceedings.

**Books and References Recommended:**

1. Sundram and Black: International business environment, Prentice Hall of India.
2. Charles WL Hill: International business, Tata Mc Graw Hill, New Delhi.
3. Arun Kumar Jain: Competing in the Global market place, Tata Mc Graw Hill New Delhi.
4. Francis Cherunilam; International business, Prentice Hall of India.
5. Sunil Gupta: International Marketing, Kalyani Publishers New Delhi.

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**MPY-204-PM : PHARMACEUTICAL PRODUCT SALES MANAGEMENT**

**Unit I**

Sales planning – importance, approaches and process of sales planning; Sales forecasting; Sales budgeting; Sales organization – purpose, principles and process of setting up a sales organization, sales organization structure, field sales organization, determining size of sales force; Determining sales territories and time management, designing and administration of different types of sales quotas.

**Unit II**

Personal selling objectives and strategies: personal selling process; defining public relations; limitation of brand publicity; brand publicity tools; corporate image and reputation; mission and cause marketing; crisis communication; interactive and personal dimension of direct marketing; method of direct marketing; event marketing; trade shows and other participation events; sponsorships; strengths and customer service; objectives and strategies of customer service; social, economic and ethical issues in IMC; evaluation and measurement of brand messages measurement and evaluation methods.

**Unit III**

Sales Management – concept, objectives and functions; Integrating sales and marketing management; Personal Selling – concept and classification of sales jobs, buyer-seller dyads; personal selling process; Prescription, behavior and research.

Managing Sales force – Recruitment; Selection; Training; Compensation; Motivating and leading the sales force; Sales meetings and contents, Control process – Analysis of sales volume; marketing costs and profitability analysis; management of sales force expenses; evaluating sales force performance.

**Unit IV**

Retail management – concept, functions, importance and challenges in retail business ; theories of retailing ; classification of retail institutions on the basis – ownership, merchandise offered, store based and non- store based retailing ; strategic planning in retailing ; application of IT in retailing.

**Unit V**

Concept of Strategy – defining strategy, characteristics and approaches to strategic decision-making; Strategic management process; Developing a strategic vision, mission and setting objectives; Strategy implementation – the challenges of change and organizational learning; Strategy and structural decisions; Behavioural issues in implementation; Operational decisions in implementation; Strategic evaluation and control – need, process and techniques.

**Books and References Recommended:**

1. Bhattacharya S.K and Venkataramia N: Managing business enterprises: strategies, structure and systems, Vikas Publishing House, New Delhi.
2. Ferrel Lucas and Luck: Marketing strategy, Dryden Press.
3. Sontakki C.N: Strategic Management, Kalyani Publishers, New Delhi.

4. Jauch and Glueck: Business policy and Strategic Management, Tata Mc Graw Hill, New Delhi.
5. Kazmi, Azhar: Business policy, Tata Mc Graw Hill Publishing Co.Ltd., New Delhi.