

RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA
M. Pharm (Pharmaceutical Management and Regulatory Affairs)
III Semester Elective Course Contents

ELECTIVE I

MPY 301 PMRA : PHARMACEUTICAL MARKETING MANAGEMENT

Unit I

Fundamental: 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

Marketing environment: marketing planning and control, segmenting (demographic and psychographic) targeting, positioning (STP), marketing research and forecasting, marketing information system value proposition.

Unit III

Role of consumers: Consumer decision making process, factors influencing consumer decision making, special topics in marketing: green marketing, relationship marketing, societal marketing, guerrilla marketing, online marketing, mega marketing, database marketing.

Unit IV

Theories of consumer behavior: learning theory, psychoanalytic theory, gestalt, cognitive theory, psychological field, blackbox models, distributive approach, consumer decision: process approach, factors influencing consumer decision making, segmentation, psychographics & VALS; diffusion of innovations.

Unit V

Individual determinants of behavior: personality, perception, attitude (attitudinal models), learning, motivation, group influence on consumer behavior-social class, social groups, opinion leaders. Culture, sub-culture, cultural relevance to marketing decisions, characteristics of culture, cultural values, cultural changes, cross cultural understandings. Family: role & structure, family life cycle, purchasing decisions, changing role of families.

Recommended books:

1. Kotler Philip and Keller; *Marketing Management*, PHI, New Delhi.
2. Kotlet Philip, Kevin Keller, A. Koshy an M.Jha, *Marketing Management in South Asian Perspective*, Pearson Education, New Delhi.
3. Kerin, Hartley, Berkowitz and Rudelius, *Marketing*, TMH, New Delhi.
4. Etzel, Michael J, *Marketing: Concepts and Cases*, TMH, New Delhi.
5. Blackwell, Roger, Miniard, Paul & Engel, James; *Consumer Behaviour*; Thomson Learning; New Delhi.
6. Loudon, David L. & DellaBitta, Albert; *Consumer Behaviour*; Tata McGraw Hill; New Delhi
7. Schiffman, Leon G., & Kanuk, Leslie Lazar; *Consumer Behaviour*; Pearson Education; New Delhi.
8. Solomon, Michael R., *Consumer Behaviour – Buying Having and Being*; Pearson Education; New Delhi.
9. Nair, Suja R., *Consumer Behaviour in Indian Perspective*; Himalaya Publishing House, New Delhi.

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ELECTIVE II

MPY 302 PMRA : INTEGRATED MARKETING COMMUNICATION

Unit I

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 II

Campaign planning: IMC planning process; internal marketing; segmenting and targeting; types of segmentation; message and profitability targeting; digitization of brand information; customer database; building relationship through data management; developing creative message strategy; process of developing IMC message strategy; methods of getting creative ideas; brand-message execution; copywriting; writing for print and electronic media; print layout and design; executional and strategic consistency.

Unit III

Media classification: media strength and weakness; wireless communication; e-mail marketing; website marketing; integrating online brand communication; media planning; consumer sales promotion; sales promotion tools; determining consumer sales promotion strength and limitations of sales promotion; trade promotion; trade promotion for new products and existing brands; trade promotion strategies; objectives of co-marketing communication.

Unit IV

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 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.

Recommended books:

1. Duncan, Tom; *Principles of Advertising and IMC*; Tata McGraw Hill, New Delhi.
2. Clow, Kenneth & Baack, Donald; *Integrated Advertising, Promotion and Marketing Communication*; Pearson Education, New Delhi.
3. Belch, George and Belch, Michael; *Advertising and Promotion*; Tata McGraw Hill, New Delhi.
4. Wells, William, Burnett, John and Moriarty, Sandra; *Advertising Principles and Practice*; Pearson Education; New Delhi.
5. Jethwaney, Jaishree and Jain, Shruti; *Advertising Management*; Oxford University Press; New Delhi.

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III Semester Elective Course Contents
ELECTIVE III
MPY 303 PMRA : INTERNATIONAL BUSINESS MANAGEMENT OF
PHARMACEUTICAL PRODUCTS

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

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 III

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 IV

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 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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ELECTIVE IV

MPY 304 PMRA : SALES AND RETAIL MANAGEMENT OF PHARMACEUTICAL PRODUCTS

Unit I

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;

Unit II

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 III

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.