School of Pharmaceutical Sciences & Technology

Curriculum for

Fellowship Program in

PHARMACEUTICAL SALES & MARKETING

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Course Title: PHARMACEUTICAL SALES & MARKETING
Course Type: FELLOWSHIP
Duration: 360 Hours (can be structured as 24 Credits)
Mode: Lectures, Practicals/Hands-on, Project

Overview

The **Fellowship in Pharmaceutical Sales & Marketing** is a specialized program designed to provide comprehensive knowledge and strategic skills in the commercial aspects of the pharmaceutical industry. The program integrates concepts of market research, brand management, sales force excellence, and regulatory compliance to support modern healthcare business strategies.

Objectives:

Upon completion of the course, the fellow shall be able to:

- To provide fundamental and advanced knowledge of pharmaceutical marketing principles and the evolving healthcare landscape.
- To develop practical skills in territory management, physician engagement, and persuasive communication.
- To train participants in strategic brand building, including market segmentation, targeting, and positioning (STP).
- To enhance understanding of digital marketing, data analytics, and pharmaceutical regulatory codes of conduct.
- To foster leadership, analytical thinking, and commercial acumen through real-world case studies and project work.

Course Outcome:

- **CO1:** Explain the principles of pharmaceutical marketing and the unique dynamics of the healthcare value chain.
- **CO2:** Apply strategic marketing tools to develop effective product launch plans and lifecycle management strategies.
- **CO3:** Demonstrate professional selling skills and territory management techniques to optimize sales performance.
- **CO4:** Interpret market data and digital analytics to drive evidence-based commercial decisions.

Teaching & Learning Methods:

Teaching and learning methods include interactive lectures for conceptual clarity, role-playing simulations for sales training, live case study analysis, project-based learning for real-world application, and collaborative workshops to enhance negotiation and strategic planning skills.

Syllabus

Theory - 10 Credits (150 Lecture Hours)

Module 1: Pharmaceutical Marketing Foundations (30 hours)

- Introduction: Scope of pharma marketing, uniqueness of the pharma consumer (Physician vs. Patient).
- Environment: PESTEL analysis of the healthcare industry and the impact of health policy.
- Marketing Mix: The 4Ps and 7Ps adapted for pharmaceutical products.
- STP Strategies: Market segmentation by therapeutic area, targeting, and differentiation strategies.

Module 2: Strategic Brand Management (CADD) (30 hours)

- Product Lifecycle: Managing brands from launch to patent expiry (Generics vs. Branded).
- Pricing Strategies: Value-based pricing, tender management, and price control regulations (DPCO).
- Communication: Developing visual aids, medical detailing scripts, and promotional campaigns.
- New Product Launch: Pre-launch market prep, KOL (Key Opinion Leader) engagement, and post-launch tracking.

Module 3: Sales Force Excellence & Territory Management (30 hours):

- Sales Process: The anatomy of a medical call, handling objections, and closing techniques.
- Territory Planning: RCPA (Retail Chemist Patient Audit), doctor list management, and tour planning.
- SFA Tools: Using Sales Force Automation (SFA) and CRM software for performance tracking.
- Incentives & Motivation: Designing sales incentive structures and team leadership.

Module 4: Digital Marketing & Data Analytics (30 hours):

- Omnichannel Marketing: Integrating digital (webinars, emails, social media) with traditional detailing.
- Market Research: Primary and secondary data collection, prescription audit analysis, and SWOT.
- Pharma Analytics: Using AI/ML for predicting prescription patterns and patient journeys.
- Health Economics: Basics of HEOR (Health Economics and Outcomes Research) in market access.

Module 5: Ethics, Compliance & Regulatory Affairs (30 hours):

- o Regulatory Codes: UCPMP (Uniform Code of Pharmaceutical Marketing Practices) and IFPMA guidelines.
- o IPR in Marketing: Impact of patents and trademarks on branding.
- o Pharmacovigilance for Sales: Role of the sales team in adverse drug reaction (ADR) reporting.
- o Supply Chain: Cold chain management and the role of C&F agents/distributors.

Practical/Hands-on Component: 8 Credits (120 Lab Hours)

1. Sales Simulation and Detailing Lab (30 hours):

- o Medical Detailing: Role-playing sessions for various therapeutic segments (e.g., Cardiology, Oncology).
- o Objection Handling: Practicing responses to common physician queries and competitive rebuttals.
- o Communication Skills: Workshops on body language, professional grooming, and persuasive storytelling.

2. Market Research and Data Analysis: (30 hours)

- o Audit Analysis: Analyzing mock RCPA data to identify market share and growth opportunities.
- o Competitor Mapping: Visualizing the "Perceptual Map" of competing brands in a specific category.
- o Survey Design: Creating and administering digital surveys for healthcare professionals (HCPs).

3. Strategic Brand Planning Workshop (20 hours)
- o Visual Aid Design: Developing a mock promotional folder/visual aid for a new drug.
- o Launch Plan: Creating a 100-day launch roadmap for a generic or biosimilar product.
- o Budgeting: Allocating marketing spends across different promotional channels.

4. Digital Marketing and CRM Tools (20 hours):

- o Campaign Management: Setting up a mock email automation workflow for HCP engagement.
- o CRM Navigation: Practical training on entering data and generating reports in CRM software (e.g., Veeva or Salesforce).
- o Social Media: Designing a patient awareness campaign for chronic disease management.

5. Compliance and Ethics Case Studies (20 hours):

- o Ethical Audits: Analyzing case studies of marketing violations and determining corrective actions.
- o Regulatory Documentation: Mock preparation of promotional materials for regulatory submission.

Project: 6 Credits (90 Self Study/Research Hours)

A mandatory Project (6 credits) provides practical application. Projects typically involve market entry strategy for a new therapeutic area, brand repositioning of a declining product, analysis of digital transformation in a specific pharma company, or a field-based study on physician prescribing behavior and the influence of marketing interventions.

References:

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14. Nunavath, V., & Nagappan, K. (2024). "Artificial Intelligence Adoption for Pharmaceutical Salesforce Performance: A Case Study." *Emerald Publishing*.
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