

3.6 PHARMACEUTICAL MARKETING AND MANAGEMENT (THEORY)

50 hours; 2 hours/week

1. Marketing: a) The meaning and scope of marketing. b) The pharmaceutical market- quantitative and qualitative aspects, size and composition of the market, demographic descriptions and socio-psychological characteristics of the consumer, market segmentation. c) Analyzing the market- role of market research. d) Consumer profile- Motivation and prescribing habits of the physician, patients' choice of physician and retail pharmacist.

11 hours; 15-20 marks

2. The Organization: Manufacturer- company objectives, influence of internal controls such as company policy on the company's operation, effects of government regulations and controls on marketing practices.

2 hours; 2-5 marks

3. The Pharmaceutical Product: a) Market consideration in product development, marketing mix, product life cycle(PLC), effects of different elements of marketing mix at different stages of PLC, product classification, product planning, product differentiation, me-too products, modification of existing product. b) New product development- all stages from the new product idea to the stage of marketing in developed product (Bulk drugs and formulations). c) Branding- concept of brand, different types of brand, importance and reasons for branding, packaging.

6 hours; 10-15 marks

4. Competitive Practices in the Pharmaceutical Industries: a) Price competition-Pricing, objectives, basis and strategies. Rate contracts. b) Non-price competition: all types of non-price competition with special emphasis on competition through research and development, competition through quality.

3 hours; 5-7 marks

5. Promotions: a) Communication and its importance b) Different ways of promotion- Advertising, direct mail, professionals, journals, sampling, retailing, medical exhibition, public relations, Online Promotional Techniques for OTC Products. c) Professional sales representative- duties of PSR, purpose of detailing, selection and training, compensation and future prospects of the PSR.

5 hours; 8-10 marks

6. Distribution: a) The wholesaler- his role in distribution of pharmaceutical services offered to the manufacturer and the retailer, advantages and disadvantages of distribution through wholesaler. b) The retailer- Classification of retail institution, advantages and disadvantages of retail institution, the hospital as retail outlet.

4 hours; 5-7 marks

7. Management: a) Concepts of management, Nature of management, principles of management. b) Primary functions of management- planning, organizing, staffing, directing and controlling, motivation, and entrepreneurship development. c) Secondary functions of management: Decision- making, Leadership, innovation, delegation of authority/ responsibility.

12 hours; 15-20 marks

8. Current Health Scenario in India

1 hour; 2 marks

9. Importance of Entrepreneurship

2 hours; 2-5 marks

10. Quality Management: Introduction to Statistical Methods, Statistical Quality Control Tools, Statistical Tools for Decision Making, Total Quality Management/Kaizen: Six Sigma, Quality Circle and CPM (Critical Path Method)

4 hours; 5-10 marks

PHARMACEUTICAL MARKETING AND MANAGEMENT REFERENCE BOOKS

1. Ashwathappa K. Production management. Mumbai:Himalaya Publishing House;2010.
2. Chary SN. Production and operation management. 2nd ed. Delhi:Tata McGraw Hill Publishing Co;2009.
3. Ghosh SK. Introduction to ISO 9000 & total quality management. Calcutta:Oxford Publishing House.
4. Harold TA, John AR, Oliver S. Manufacturing organization and management. 4th ed. New Delhi:Prentice Hall of India Pvt Ltd.
5. Heinz W, Harold K, Management: A global perspective. 10th ed. McGraw Hill International Edition;2007.
6. Mehra ML. GMP. 1st ed. Allahabad:University Book Agency.
7. Mickey CS. Pharmaceutical marketing in the 21st century. New Delhi;Viva Books Pvt Ltd;2001.
8. Mickey CS. Principles of pharmaceutical marketing. 3rd ed. New Delhi;CRS Publishers and Distributors;2004.
9. Patani A. Drug & Cosmetics Act 1940. Lucknow:Eastern Book Co.
10. Quality Assurance of Pharmaceuticals, Compendium of guidelines and related materials, vol. I, WHO Publications, Geneva.
11. Subbarao. Pharmaceutical marketing in India. Hyderabad;Asian Institute of Pharmaceutical Marketing;1998.
12. Tripathi PC, Reddy PN. Principles of management. 3rd ed. New Delhi:Tata McGraw Hill Publishing Co Ltd;2006.
13. Varma MM, Agarwal RK. Production management. Delhi:King Books Educational Publishers.
14. WHO Experts Committee on “Specifications for Pharmaceutical Preparation” 13th, 22nd, 23rd, 24th, 34th Reports.

Websites

1. www.ich.org
2. [www.ifpma.org/ich 5](http://www.ifpma.org/ich5)
3. www.fda.gov
4. www.health.gov.au/tga/
5. www.mca.gov.uk