

Module 11: Marketing Management for Pharmaceutical Marketers

Stage	2						
Semester	1						
Module Title	Marketing Management for Pharmaceutical Marketers						
Module Number/Reference	MSC-IPM-MMPPM						
Module Status (Mandatory/Elective)	Mandatory						
Module ECTS credit	5						
Module NFQ level (only if applicable)	9						
Pre-requisite Module Titles	None						
Co-requisite Module Titles	None						
Is this a capstone module? (Yes or No)	No						
List of Module Teaching Personnel	Ruth McCarthy, Rachel Gallagher						
Contact Hours				Non-contact Hours			Total Effort (Hours)
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent work	
30		6		14		75	125
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total is always 100%		
Percentage contribution	60%			40%	100%		

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Produce a market analysis using different market intelligence sources, recognising and documenting any limitations of the available data;
2. Critically analyse corporate marketing strategy and tactics identifying the strengths and weaknesses of different pharmaceutical businesses and communicate the information in an appropriate manner;

3. Develop and recommend a commercial strategy for a new product or technology using a number of methodologies;
4. Assess a marketing plan and critically appraise the strengths and weaknesses of an opportunity and understand the inherent risk in deploying different marketing / commercial deal strategies.

Module Objectives

In the current information age, pharmaceutical marketing is vastly different given the increasing presence of the internet & social media, company consolidation, and regulatory changes throughout the last decade. Not only have the number of blockbuster medications produced by Pharma decreased, but so has the presence of directed sales representatives in physician offices. Therefore, pharmaceutical and health care industry marketers must work harder and smarter to maximize every product's or service's potential, within which this module intend on given learners an insight into developments in this area.

This module will provide learners and new industry professionals with a thorough overview of the general principles of marketing including marketing as a process, marketing effectiveness in the pharmaceutical environment, and coverage of marketing brand and generic drugs with special emphasis on direct-to-consumer advertising and the impact of social media and technology.

Module Aims

This module aims to expose learners to pharmaceutical marketing which is driven by profit through satisfying customer needs and wants. Hence, the marketers have to understand the real needs, wants, belief, and attitude of customers towards products and services.

- To provide an introduction to the principles of commercialisation in the pharmaceutical industry
- To provide an insight into legislation and codes of practice applicable to the marketing of pharmaceutical products
- To understand the framework for distribution of pharmaceutical products on an international level.
- To develop an understanding of the value of market intelligence, analytical techniques for clinical and pharmaceutical data, especially limitations of the quality of the statistics.
- To provide an appreciation of the marketing practices in Europe, the USA and Rest of the World markets.
- To provide an understanding of the effect on commercialisation of different types of business development deals

Module Curriculum

Section 1

- **Marketing Landscape within the Industry**
 - Pharmaceutical Marketing & the Industry Environment

- **Products in the Pharmaceutical Industry: Trends, Identification, Approval, and Monitoring**
 - Pharmaceuticals & Pricing
 - Place – The Pharmaceutical Industry Supply Chain
 - Promotional Marketing Activities & Practices
 - Medical Affairs
 - Regulatory Affairs
 - Electronic Direct-to-Consumer (eDTCA) Prescription Drug Advertising, mHealth
 - Social Media & Pharmaceutical Marketing: Opportunities and Challenges

- **Application of the Marketing Mix in the Pharmaceutical Industry**
 - The New 4 P's of Pharmaceutical Marketing
 - Prescribers, Health Care Practitioners, & Marketing's Role in Practice
 - Traditional Industry Communication to Physicians: Promotional and Informational Elements

Section 2

- **FDA's Office of Prescription Drug Promotion (OPDP)**
 - Guidance on the various types of submissions of promotional materials
 - Promotional Labelling and Advertising Materials for Human Prescription Drugs.
 - Disclosing Risk Information in Consumer-Directed Print Advertisements and Promotional Labelling for Human Prescription Drugs.
 - OPDP internet and social media guidance's
 - Truthful Prescription Drug Advertising and Promotion (Bad Ad Program)
 - Direct-to-Consumer (DTC) Television User Fee Program Documents

- **Sales Strategy - Bridging Global Cultures**
 - Sales force rotation and segmentation of calls to health care professionals
 - Local to Global Market entry/exit – benefits and risks of different market access strategies
 - Global Pharmaceutical Branding: Moving from Blockbuster to Niche Strategies
 - Emerging Markets and OTC Markets: Future Opportunities and Current Challenges

Teaching plan

Week 1	Marketing landscape within the industry
Weeks 2&3	Products in the pharmaceutical industry: trends, identification, approval, and monitoring
Weeks 4&5	Application of the marketing mix in the pharmaceutical industry
Week 6	Workshop 1
Weeks 7,8&9	FDA's office of prescription drug promotion (OPDP)
Weeks 10,11&12	Sales strategy – bridging global cultures

Reading List

Ding, M. 2014. *Innovation and marketing in the pharmaceutical industry: emerging practices, research, and policies*. New York: Springer.

Ghuri, P. and Cateora, P.R. 2014. *International marketing*. London: McGraw-Hill Higher Education.

Katsanis, L.P. 2015. *Global issues in pharmaceutical marketing*. New York.

Lidstone, J. and MacLennan, J. 2002. *Marketing planning for the pharmaceutical industry*. Aldershot: Gower.

MacLennan, J. 2004. *Brand planning for the pharmaceutical industry*. Aldershot: Gower.

Rollins, B.L. and Perri, M. 2014. *Pharmaceutical marketing*. Burlington: Jones & Bartlett Learning.

Shorthose, S. 2012. *Guide to EU pharmaceutical regulatory law*. Biggleswade: Wolters Kluwer.

Smith, M.C. 2004. *Principles of pharmaceutical marketing*. New Delhi: CBS.

Journals

Journal of Medical Marketing

Journal of Marketing Management

Journal of Pharmaceutical and Healthcare Marketing

American Journal of Pharmaceutical Education

Module Learning Environment

A classroom setting is used for the delivery of the module through a series of lectures and 2 assessment-based workshops. Supports for learners include a set of printed notes incorporating syllabus, lecture notes, activities, short self-administered questionnaires, a case study and related assessment tasks. These are supplemented with a module set book and online reading materials, PowerPoint presentations, and other activities using Moodle, the College's Virtual Learning Environment (VLE) provide additional support materials to help with self-study.

Module Teaching and Learning Strategy

Section 1 (Lectures 1 – 5) deal with key concepts of the international marketing landscape within the Industry. These lectures provide information and background that help learners to make sense of the trends which are driving the marketing landscape of the Pharmaceutical Industry on a local and global scale, now and in the future. Workshop 1 helps learners to prepare for their continuous assessment element of the module. This assessment is worth 60% of the overall mark and has two written reports.

Section 2 (Lectures 7 – 12) examines the various types of promotional material guided by the FDA Office of Prescription Drug Promotion. Learners will also cover in lectures the future opportunities and challenges of emerging markets, with the support of guest lecturers and upcoming conferences papers.

Learners sit an end of semester examination which contributes 40% towards their final mark for this module.

Module Assessment Strategy

Element Number	Weighting	Type	Description
1	60%	Written reports (1 and 2)	Work Based-Activity 1 and 2
2	40%	Examination	End of semester examination

Constructive Alignment of Assessment

Module Learning Outcomes	Assessment Strategy	
	Element 1	Element 2
1. MLO 1		YES
2. MLO 2	YES	
3. MLO 3	YES	
4. MLO 4	YES	