



Dr. Rafiq Zakaria Campus

Maulana Azad Educational Trust

Y.B. Chavan College of Pharmacy

An ISO 9001:2008 Certified Institute

(B. Pharm., M. Pharm & Research Center)



COURSE MODULE

Program Title	B. Pharmacy
Department	Pharmaceutics
Course Title	Pharmaceutical Marketing

1. **NAME OF INSTITUTION** : Y. B. CHAVAN COLLEGE OF PHARMACY,
AURANGABAD
2. **AFFILIATED UNIVERSITY** : DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY, AURANGABAD
- 3 **DEPARTMENT** : Pharmaceutics
4. **PROGRAM TITLE** : B. PHARM

4.1. Program Outcomes (PO):

- PO 01: Pharmacy Knowledge:** Possess knowledge and comprehension of the core and basic knowledge associated with the profession of pharmacy, including biomedical sciences; pharmaceutical sciences; behavioral, social, and administrative pharmacy sciences; and manufacturing practices.
- PO 02: Planning Abilities:** Demonstrate effective planning abilities including time Marketing, resource Marketing, delegation skills and organizational skills. Develop and implement plans and organize work to meet deadlines.
- PO 03: Problem analysis:** Utilize the principles of scientific enquiry, thinking analytically, clearly and critically, while solving problems and making decisions during daily practice. Find, analyze, evaluate and apply information systematically and shall make defensible decisions.
- PO 04: Modern tool usage:** Learn, select, and apply appropriate methods and procedures, resources, and modern pharmacy-related computing tools with an understanding of the limitations.
- PO 05: Leadership skills:** Understand and consider the human reaction to change, motivation issues, leadership and team-building when planning changes required for fulfillment of practice, professional and societal responsibilities. Assume participatory roles as responsible citizens or leadership roles when appropriate to facilitate improvement in health and wellbeing.
- PO 06: Professional Identity:** Understand, analyze and communicate the value of their professional roles in society (e.g., health care professionals, promoters of health, educators, managers, employers, employees).
- PO 07: Pharmaceutical Ethics:** Honor personal values and apply ethical principles in professional and social contexts. Demonstrate behavior that recognizes cultural and personal variability in values, communication and lifestyles. Use ethical frameworks; apply ethical principles while making decisions and take responsibility for the outcomes associated with the decisions.
- PO 08: Communication:** Communicate effectively with the pharmacy community and with society at large, such as, being able to comprehend and write effective reports, make effective presentations and documentation, and give and receive clear instructions.

PO 09: The Pharmacist and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety and legal issues and the consequent responsibilities relevant to the professional pharmacy practice.

PO 10: Environment and sustainability: Understand the impact of the professional pharmacy solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO 11: Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change. Self-assess and use feedback effectively from others to identify learning needs and to satisfy these needs on an ongoing basis.

5. COURSE SPECIFICATION :

5.1.Course Identification and General Information

a. Course Title:	Pharmaceutical Marketing		
b. Course Number/ Code	BP803ET		
c. Credit Hours	Theory	Practical	Total
	03	–	03
d. Study level/ semester at which this course is offered	Eight Semester B. Pharm.		
e. Pre-requisite	Various Drugs and Types of Formulations		
	Basic aspects of Communication Skills		
f. Co-requisite	Basics of Management Science		
g. Language of teaching the course	English		
h. Prepared by	Dr. S. R Lahoti		
i. Approved by	Dr. M. H. Dehghan		

5.2.Course Description:

The objective of the course is to develop an understanding of basic principles and concepts of Management in pharmaceutical processes.

5.3.Course Objectives:

1. To create awareness regarding the unit operations involved in Pharmaceutical Marketing.
2. To provide over view of Pharmaceutical Marketing.
3. To enable students in selecting proper strategies for Product Decision & Product Promotion in Pharmaceutical Market.

4. To educate learners about Role of PSR (Professional Sales Representative)

5.4. Course Outcomes (CO):(around 5 to 8)

(e.g. CO101.1 (CO - course code, 101 subject code as per syllabus, & .1 is first CO)

Code	Course outcome
CO BP803ET.01	Understanding of concept , basic principles and ethics of Pharmaceutical Marketing
CO BP803ET.02	To develop ability to analyze customer behavior and Market research.
CO BP803ET.03	Application of knowledge to select target customer and to take appropriate product decision.
CO BP803ET.04	Develop modern tools, communication skills, Planning skills and leadership skills so as to become successful marketing professional.
CO BP803ET.05	To understand need of the society with respect to pharmaceutical Products and understand rural marketing and Global Marketing.
CO BP803ET.06	To create learning skills with changed market scenario

5.4.1 Alignment of PO to CO: (PO: Program Outcome; CO: Course Outcome)

Course code (CO)	Program Outcome (PO)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO BP803ET.01	H	M	H	S	S	H	H	M	H	S	H
CO BP803ET.02	H	H	H	S	M	S	S	M	H	S	H
CO BP803ET.03	H	M	M	M	S	M	S	M	M	----	H
CO BP803ET.04	M	H	S	H	H	S	M	H	H	S	H
CO BP803ET.05	M	--	M	S	M	M	S	H	H	H	M
CO BP803ET.06	S	M	S	S	S	M	M	M	S	M	H

Correlation levels 1, 2 or 3 as defined below:

1: Slight (Low); 2: Moderate (Medium); 3: Substantial (High); If there is no correlation, put ‘-’

5.4.2 Teaching and Assessment Methods for achieving learning outcome:

Teaching Strategies /methods used	Methods of Assessment
Lectures	Assignments
Group Discussions	Oral Presentations
Demonstrations	Written Examinations

Problem Solving Sessions	Reports (daily assessment).
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6. COURSE CONTENTS:

6.1. Theoretical Aspect:

Order	Topic list/units	Subtopics list	Number of Weeks	Contact Hours
01	1	Pharmaceutical market: Quantitative and qualitative aspects; size and composition of the market; demographic descriptions and socio-psychological characteristics of the consumer; market segmentation& targeting. Consumer profile; Motivation and prescribing habits of the physician; patients' choice of physician and retail pharmacist. Analyzing the Market; Role of market research.	03	10
02	2	Product decision: Meaning, Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; New product decisions; Product branding, packaging and labeling decisions, Product management in pharmaceutical industry.	03	10
03	3	Promotion: Meaning and methods, determinants of promotional mix, promotional budget; An overview of personal selling, advertising, direct mail, journals, sampling, retailing, medical exhibition, public relations, online promotional techniques for OTC Products.	03	10
04	4	Pharmaceutical marketing channels: Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management Professional sales representative (PSR): Duties of PSR, purpose of detailing, selection and training, supervising, norms for customer calls, motivating, evaluating, compensation and future prospects of the PSR	03	10
05	5	Pricing: Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in pharmaceutical industry. An overview of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority). Emerging concepts in marketing: Vertical & Horizontal Marketing; Rural Marketing;	03	10

		Consumerism; Industrial Marketing; Global Marketing.		
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6.2. Practical Aspect (If Any): NA

6.3. Assignments/Tutorials:

Tutorials given on topics of syllabus and assignments were given as questions on the respective chapters.

7. SCHEDULE OF ASSESSMENT TASKS DURING THE SEMESTER:

Sr. No.	Assessment Method	Week due	Marks	Proportion of Final Assessment
01	Assignments, Exercises & tutorials		10	5%
02	Sessional (Internal Theory exam)		25	10%
03	Final exam (theory)	As per University at end of course	75	40%
Total				100%

8. STUDENT SUPPORT:

Office Hours/Week	Other Procedures
Two hours minimum	E-mail
48 Hrs/Week	Pharmalahoti@gmail.com

9. TEACHER'S AVAILABILITY FOR STUDENT SUPPORT:

Days	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time	10.00 am to 5:00 pm	10.00 am to 5:00 pm	10.00 am to 5:00 pm	10.00 am to 5:00 pm	10.00 am to 5:00 pm	10.00 am to 5:00 pm

10. LEARNING RESOURCES:

Sr. No.	Title of Learning Material	Details
01	Text books	Ramaswami Text book of pharmaceutical Marketing
02	Essential references (as per syllabus)	<ol style="list-style-type: none"> 1. Subramanyam, Text book of pharmaceutical Marketing, Vallabh Prakashan (2002) 2. Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India, New Delhi. 3. Walker, Boyd and Larreche: Marketing Strategy Planning and Implementation, Tata MC Graw Hill,

		New Delhi. 4. Subba Rao Changanti, Pharmaceutical Marketing in India (G– IFT Excel series) Excel Publications.
03	E-materials and websites	1. Soft copies pharmaceutical marketing books are available on http://www.pharmatext.org 2. Latest information regarding to pharmaceutical marketing are available on http://www.pharmainfo.net 3. Soft copies of pharmaceutical marketing subject's presentation and material are available on http://www.authorstream.com .
05	Other learning material	PPT/ Guest Lectures/ Videos

11. FACILITIES REQUIRED:

Sr. No.	Particular of Facility Required
01	Lecture Rooms (capacity for 60 students)
02	Laboratory (capacity for 20 students)
03	Computing resources: P-IV-PCs with recent hardware/ utilization of open source and licensed application software
04	Other resources: Appropriate laboratory tools, Chemicals, Glass ware, Apparatus, Instrumentation

12. COURSE IMPROVEMENT PROCESSES:

12.1. Strategies for obtaining student feedback on effectiveness of teaching:

Course delivery evaluation by students using: Questionnaire forms and online questionnaires

12.2. Other strategies for evaluation of teaching by the instructor or by the department:

Periodic review by Academic Planning & Monitoring Committee and departmental review committee, Observations and assistance of colleagues, External assessments by advisors/ examiners and auditors.

12.3. Process for improvement of teaching:

Use of ICT tools, teaching aids, Simultaneous practical orientation and theory classes (SPOT), Adoption of reflective teaching.

12.4. Describe the planning procedures for periodically reviewing of course effectiveness and planning for improvement:

Periodic review by departmental review committee, Review of course delivery and outcome through assessment and feedback from all stake holders.

12.5. Course development plans:

Provide inputs for course improvement and update to University Course development Committees (Board of Studies)

13. INFORMATION ABOUT FACULTY MEMBER RESPONSIBLE FOR THE COURSE:

Name	Dr. S.R Lahoti
Location	Department of Pharmaceutics
Contact Detail (e-mail & Cell No.)	9823371119 pharmalahoti@gmail.com
Office Hours	10:00 AM to 5:00 PM