

ANNEXURE 'A'

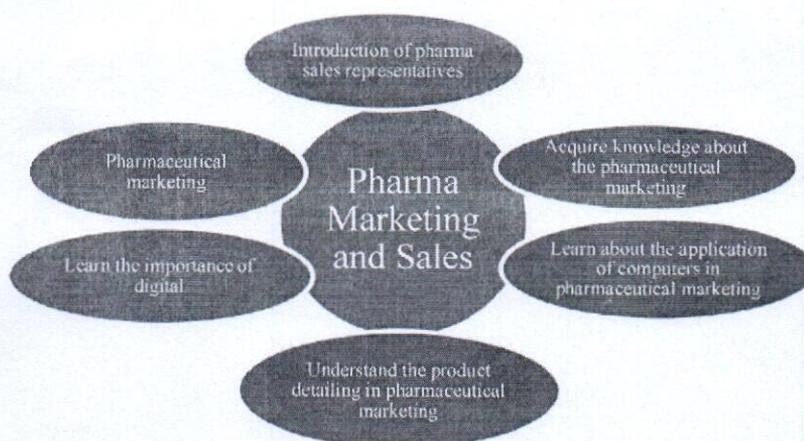
**IFTM UNIVERSITY**

**Faculty of Pharmacy**

**(School of Pharmaceutical Sciences/Pharmacy Academy)**

**Course: Pharma Marketing and Sales**

**Course Code: PHVAC01**



Pharma Marketing and Sales outlines a confluence of dynamics that lead to a new marketing and sales system with a smaller, more agile and smarter sales force. Pharmaceutical Companies will need to demonstrate that their brand adds value to patients. They will have to offer a package of products & health services that the market not only wants but is also willing to pay a premium for. This course highlights some very strong facts related to the need for Pharma to change its marketing and sales functions to sustain future growth and performance.

The major goal of this course is to help professionals build relevant marketing and sales skills. Marketing strategy, market research, sales process, communication skills, planning, and other topics will be covered in this course.

*Sanjeev D. Sawal*

**Registrar**  
IFTM University  
Moradabad.

### **Course Objectives**

Upon completion of this course, the student should be able to:

- Develop various activities such as advertising, sales promotion, market research, physical distribution, and product merchandising.
- Develop a relationship with healthcare professionals.
- Understand daily call report methods and digital pharmaceutical marketing and sales.

The training will be done using lectures and power point slides and videos whenever available.

**Shivam**

**[Course Co-ordinator]**

*Sanjeev Brawal*  
**Registrar**  
IFTM University  
Moradabad.

## Course Structure

### Course Schedule: Pharma Marketing and Sales

S.NO.	OBJECTIVES	COURSE CONTENT	HOURS
1.	Introduction of pharma sales representatives	Pharma Sales Representative: Skills (Communication, leadership, personnel skills, customer service, selling skills, etc.), Features, Roles & Responsibilities, Work ethics, Code of Conduct, Hierarchy of the sales department	6
2.	Acquire knowledge about the pharmaceutical marketing	Pharma Marketing - Communication skills, Listening & Marketing Skills, Advertising and Product Merchandising, Handling Objections, Distribution System (Manufacturer, Wholesaler, Retailer)	6
3.	Learn about the application of computers in pharmaceutical marketing	Application of computers in pharmaceutical marketing, Sales team reporting and tracking, Understanding daily call report methods	6
4.	Understand the product detailing in pharmaceutical marketing	Pharmaceutical detailing - Define pharmaceutical detailing, Product detailing Instructions, Importance and mechanism of detailing	6
5.	Learn the importance of digital pharmaceutical marketing	Digital pharmaceutical marketing - Pharmaceutical Digital Marketing and its impact, Strategies and Future scope	6