

**6<sup>th</sup> SEMESTER  
PHARMACY  
(PHARMACEUTICAL SALES MANAGEMENT)  
SKILL ENHANCEMENT COURSE (SEC)**

**PSM620S: PSM-III - SALES MANAGEMENT**

**CREDITS: THEORY: 2, PRACTICAL: 2  
MAX MARKS: THEORY: 30, PRACTICAL: 30  
MIN MARKS: THEORY: 12, PRACTICAL: 12**

**THEORY (2 CREDITS)**

**UNIT 1**

**1.1 Marketing (3 hours)**

Definition, general concepts and scope of marketing, distinction between marketing & selling, marketing environment.

**1.2 Pharmaceutical market (4 hours)**

Quantitative and qualitative aspects, size and composition of the market, market segmentation & targeting, motivation and prescribing habits of the physician, patients' choice of physician and retail pharmacist, role of market research

**1.3 Product decision (4 hours)**

Product mix and product line decisions, product life cycle, product portfolio analysis, product positioning, packaging and labeling decisions, Product management in pharmaceutical industry

**1.4 Promotion (4 hours)**

Methods, determinants of promotional mix, promotional budget, an overview of personal selling, advertising, direct mail, sampling, medical exhibition, public relations, online promotional techniques for OTC Products

**UNIT 2**

**2.1 Pharmaceutical marketing channels (4 hours)**

Designing channel, channel members, selecting the appropriate channel, conflict in channels.

**2.2 Professional sales representative (PSR) (3 hours)**

Duties of PSR, purpose of detailing, selection and training, supervising, norms for customer calls, motivating, evaluating, compensation and future prospects of the PSR

**2.3 Pricing (4 hours)** 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)

**2.4 Emerging concepts in marketing (4 hours)**

Brief overview of Vertical & horizontal marketing, rural marketing, consumerism, industrial marketing, global marketing

**PRACTICAL (2 CREDITS)**

1. Submit an assignment, which may include:
  - i) Sales/marketing case presentation (minimum 2)
  - ii) Market survey to collect information regarding the marketed preparations of drug given in any disease condition (minimum 2)
2. Group discussions and case studies based on theory topics (minimum 2)
3. Deliver in-clinic presentations to healthcare professionals
4. Presentations/meetings with retailers/distributors for product promotion
5. Interactive lectures and discussions among students with pharmaceutical sales/marketing managers as resource persons (minimum 3)
6. Preparation of pharmaceutical sales/marketing charts and models (minimum 3)

**RECOMMENDED BOOKS:**

1. Marketing Management, Philip Kotler & Kevin Lane Keller
2. Marketing Strategy – Planning and Implementation, Walker, Boyd & Larreche
3. Marketing, Dhruv Grewal & Michael Levy
4. Marketing Management, Arun Kumar & N Menakshi
5. Marketing Management, Rajan Saxena
6. Pharmaceutical Marketing in India, Subba Rao Changanti