



## PROFESSIONAL PHARMACEUTICAL MARKETING CERTIFICATE

*PRACTICE A MARKETING JOURNEY FROM STRATEGY TO EXECUTION*

 15592

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## Program Overview

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This program is designed to provide participants with the foundational marketing principles in the pharmaceutical and healthcare industry. It covers market research, marketing planning, market access, integrated marketing communication and distribution channels. It is designed for those wishing to align marketing strategies with corporate and functions strategies.

By the end of this program participants will be able to recognize methods of conducting marketing research, demonstrate how organizations use integrated marketing communication to support their marketing strategies, evaluate different distribution channels, and integrate market access to develop the best in class marketing plan.

Through interactive methodologies, collaboration, and discussions, participants will gain knowledge, skills and insights that will enable them to develop a best in class marketing plan.

## Learning Outcomes

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- Recognize methods of conducting marketing research, including primary and secondary research methods.
- Explain product portfolio management and how it relates to the organization's marketing strategy.
- Create a product or service positioning statement that aligns with a value proposition and a target segment.
- Develop a best in class marketing plan.
- Develop a market access action plan that best responds to the demands of constantly changing policies and healthcare systems.
- Demonstrate how organizations use integrated marketing communication to support their marketing strategies
- Evaluate how to use distribution channels to market an organization's products and services effectively
- Conduct a financial assessment to support portfolio management and strategic decision making

## Program Highlights



- 5 courses + 1 business acumen
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Pharma/ Healthcare oriented program customized to tackle current marketing related industry challenges

## Participant Profile



- Professionals working in the healthcare industry (pharmaceuticals, biopharmaceuticals, medical devices and nutraceuticals) in marketing, sales, and business development.
- Healthcare industry professionals involved in medical affairs, regulatory, and market access.
- Marketers seeking a position in Pharmaceutical & Healthcare industries.

Program Highlights  
Participant Profile

real-world case studies



## Program Outline

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### **Core Courses**

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#### 1-Marketing Research and Analytics (24 hrs)

This course provides participants with an overview of pharmaceutical market trends, opportunities and challenges. It focuses on the importance of marketing research, to offer insights into customer preferences and trends that can be used for marketing and business decisions. It covers how marketing analytics can enable marketers to measure, manage, and analyze marketing performance to maximize the effectiveness and optimize the return on investment. This course will prepare the participants with the future of healthcare trends and the future and innovation of the pharmaceutical industry and healthcare.

By the end of this course, participants will identify how to use market research information to initiate and complete marketing strategy planning. They will also have the ability to distinguish between different marketing research methods, and recognize the value of having good market intelligence to minimize risks when making key business decisions.

Through interactive methodologies, collaboration, projects, case studies and discussions, participants will gain knowledge, skills and insights that will enable them to manage Marketing Research and Analytics to support informed business decisions.

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#### 2- Marketing Strategy and Planning (24 hrs)

This course is designed to provide the foundational principles of marketing in the pharmaceutical and healthcare industry. It will also focus on introducing the participant to the unique characteristics of pharmaceutical marketing, and the most efficient techniques used to gather information to build a solid situational analysis, which is the backbone for building an effective, best in class marketing plan for product/portfolio.

By the end of this course, participants will be able to adopt the most recent techniques/matrices for gathering, identifying and analyzing external, internal and competitors' information. They will also be able to perform the right segmentation, targeting and positioning for their product/portfolio. Through hands-on activities, participants will be able to secure a swift transition into the following courses of marketing plan implementation.

### 3- Market Access (24 hrs)

Today, developing innovative therapies in the market is no longer sufficient to be competitive. The traditional healthcare customers are no longer independent decision making and must operate as representatives of an interconnected system.

This course provides a thorough understanding of market access concepts, tools, and the key stakeholders involved. It covers advocacy, government and public policy, pricing, reimbursement, communication, health technology assessment, and health economics. It is designed for those wishing to integrate market access strategies in marketing and commercial plans, or require a foundation for more advanced learning.

Through interactive methodologies, best-practices, and peer-to-peer discussions, participants will gain the know-how that will enable them to develop a market access plan that best responds to the demands of constantly changing political climates, healthcare systems, and emerging key influential institutions.

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### 4- Marketing Execution 1: Communication Channels (24 hrs)

This course is designed to provide participants an exploration of the stages of strategy realization from opportunity identification to action plan preparation, implementation and monitoring. It also covers areas of integrated marketing communication starting from process perspective to prescription products, over the counter products (OTC), personal selling, key account management and trade marketing. It is designed for those wishing to align marketing strategies with corporate and functions strategies by integrating and coordinating many communications channels to deliver a clear and consistent message about their organization and its products.

By the end of this course, participants will gain skills and experience to be able to translate strategy into effective actions and recognize how integrated marketing communications can drive performance by engaging, serving and communicating with consumers and other stakeholders across many channels. They will also be able to structure an integrated marketing communication plan based on the application of marketing concepts, principles, and practices within an organization as well as measure and critically evaluate the communications effects and results to successfully execute a strategic business plan.

## 5- Market Execution 2: Distribution Channels (24 hrs)

This course is designed to provide participants with the foundational principles of distribution in the pharmaceutical industry from a commercial perspective. It is for those wishing to align marketing strategies with corporate and function strategies.

By the end of this course, participants will be able to recognize and evaluate the distribution channels, understand the difference between prescription and consumer portfolios, and demonstrate how organizations use integrated marketing communication with focus on evolving Digital Marketing. They will also have a better understanding of Omni Channel Marketing, to support their marketing strategies and augment their financial acumen which will enable product portfolio management and strategic decision making.

### \* Business Acumen (Self-Paced Online)

Effectively operating within a business setting and having a positive contribution require a certain set of skills and competencies.

The business acumen courses explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

In addition to the core program of ten courses, participants need to choose three courses out of a dynamic list of business acumen topics.

- Design Thinking
- Crisis Management
- Personal Branding
- Organizational Change

*\*The list of topics is dynamic; participants will need to check available courses at the time of admission.*

## Admissions Criteria



- Graduates of Medicine, Pharmacy, Dentistry, Veterinary, Science, Bio Medical Engineering or Marketing/ Business Management with a minimum of 1 year of experience in a managerial position in the Healthcare/ Pharma industry or related industry (Pharma Strategy, Research & Analytics).
- Proficiency in written and spoken English

## Program Fees and Registration

- Core program courses fees:
  - **7,200 EGP** per 24hrs course
- Business Acumen online course fees: **2,000 EGP**
- **Total program investment: 38,000 EGP\***

\*For payment options, please refer to the payment section FAQs on our website or contact us on 15592

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Admission

Program Fees and Registration

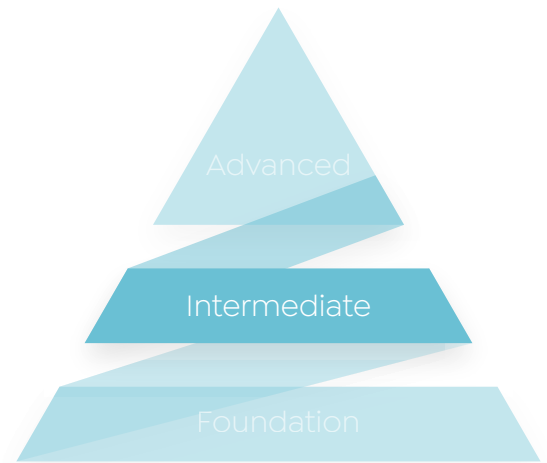
## Our Commitment



The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step.

At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.

Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.





## About AUC School of Business

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Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

## Executive Education

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Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.

knowledge, growth  
and excellence





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