

المواضيع الابحاث	المصححين	المقرر
<p>1- <u>Title: PHARMACEUTICAL MARKETING ... Concept, importance, challenges & process</u></p> <p><u>Outline:</u> "Marketing"; the concept, business importance & role in pharmaceutical businesses/industry development. Through your research, explain the concerns antagonizing drug marketing, its handling & your conclusion of how to achieve Marketing advantages & avoiding disadvantages. Also, highlight the 5 steps of the Marketing process, with brief explanation of the definition, importance & at least one applicable example from pharmaceutical field for each step.</p>		
<p>2- <u>Title: DRUG MARKET ... concept, components, considerations & buying behavior.</u></p> <p><u>Outline:</u> Drug Market; the meaning of "Market", the concept, its components, their motives & interaction, main players, special considerations of healthcare markets from general markets, the buying concepts & process in details with examples the buying process from pharmaceutical field.</p>	احمد غزالي احمد امين خالد صبحي	مهارات التسويق الفرقة الرابعة برنامج المعتمد
<p>3- <u>Title: MANAGING MARKETING INFORMATION SYSTEMS to understand environment & manage customer relations.</u></p> <p><u>Outline:</u> The Marketing environment concept, components, role & steps of Marketing Information Systems (MIS) in gaining customer insights & managing customer relations.</p>		
<p>4- <u>Title: DESIGNING A CUSTOMER-DRIVEN MARKETING STRATEGY that deliver value to the target customers.</u></p> <p><u>Outline:</u> Developing a customer-driven marketing strategy to grow your pharmacy using one or more of the growth strategies, using the Segmentation, Targeting & Positioning principles & proposing a sustainable competitive advantage that differentiate your pharmacy from the crowd.</p>		
<p>5- <u>Title: Developing, delivering & communicating superior value through integrated MARKETING MIX</u></p>		

Outline:

Briefly discuss the "Marketing mix"; the concepts, role in developing, delivering & communicating superior value to your target customer. Reinforce your discussion with examples & photos from pharmaceutical field.

6- Title: Applying the Marketing mix to deliver superior value in community/clinical pharmacy

Outline:

How can a Clinical/Community pharmacist deliver value to his target customers by using the right Marketing mix? reinforce your proposal with real examples & photos.

7- Title: Constructing superior value though the PRODUCT; principles & applications in pharma

Outline:

"Product is the basic tool from the marketing mix that deliver value to the customer. It`s not limited to tangible goods". Explain this statement, highlighting product meaning, types, levels, its classification based on types of customers & buying behavior.

Also, highlight the three levels of decisions marketer should take regarding products & services.

8- Title: Developing superior value though the PRICE; principles & applications in pharma

Outline:

"Optimum pricing is essential for growing product`s market share & achieving profits".

Discuss the price meaning from marketing perspective, its importance & challenges to the company, the factors & strategies that need to be considered when setting different prices for different customer for the product for the company.

Also, give examples how can you charge the right price for a service you provide in your pharmacy.

9- Title: Delivering superior value though the PLACE; principles & applications in pharma

Outline:

Explain in details how can you deliver superior value to your

pharmacy/clinical pharmacy customers using the upstream & downstream supply chain management. Reinforce your explanation with practical examples for pharmaceutical intermediaries (from researching your nearby pharmacies), the advantages, disadvantages of each & how to efficiently manage the relations with them.

10- Title: Communicating superior value through INTEGRATED MARKETING COMMUNICATIONS; principles & applications in pharma

Outline:

To improve the revenues of your pharmacy, you developed a "DUG INFORMATION CENTER". However, you noticed that customers are still unaware of it. How can you use the integrated marketing communications to communicate its value to the different pharmacy customers? Explain the steps you will apply & the different marketing communication tools you can use, their advantages/disadvantages with examples & photos to support your proposal.

11- Title: understanding PHARMACEUTICAL PROMOTION JOB (Medical representative)

Outline:

You worked as a Medical representative for XYZ pharmaceutical company.
Explain what is the type/description of your job from marketing perspective? Why is it important?
What are the advantages/ disadvantages of this approach to the company?
What are the daily activities performed to efficiently perform the job?
How to measure your success?
What are the necessary competencies needed to succeed in your job & build good career?

12- Title: DIGITAL MARKETING; principles & applications in pharmaceutical fields

Outline:

"Digital/Online marketing is an efficient marketing communication tool, used to directly communicate value to

the target markets".

Explain this marketing tool, highlighting the marketing principles & procedures applied to use this tool in marketing your pharmaceutical product/business. Reinforce your answers with examples & photos.

--	--	--