

**Practical  
and  
Effective  
Brand Management**

An intensive four day programme



### What will I learn?

- A practical and in-depth insight into the role of the brand manager in today's healthcare industry
- An overview of the marketing process and the key elements that drive the marketing plan
- Marketing skills to help build stronger competitive advantage which delivers greater growth and future profit and improves the lives of patients

### Is the programme for me?

- Brand Managers/ Executives with up to one year's marketing experience
- Those working in other areas wishing to gain a better understanding of marketing
- Those wishing to make a career move into marketing – for example from sales, medical, clinical research, finance or other areas

### What does it cost?

- £3,085 + VAT for a four day intensive programme, led by experienced healthcare marketing professionals.

### Is it all classroom based lectures?

- No.
- There is some lecture based learning, but there are also workshops and discussion led sessions which allow you to explore and develop a greater understanding of the principles being taught.
- Case studies are used within the programme to add depth and breadth to the learning experience

### What extra will I gain from the programme?

- Safe and supportive learning environment
- Positive and constructive feedback
- The opportunity to challenge key marketing issues
- Tools to help apply the learning – do it differently or better
- Follow-up support available

**Three for Two Offer** – if you book three people onto Practical and Effective Brand Management you will only pay for two – please call for more details.

# Programme Content

Day 1	Day 2
<p><b>Module 1: Marketing &amp; Business Fundamentals</b></p> <p><b>Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Understand the key drivers impacting on pharmaceutical businesses</li> <li>➤ Define Marketing</li> <li>➤ Explain the required skills for effective Brand management</li> <li>➤ Describe the range of roles of the Brand Manager</li> <li>➤ Describe the key decision areas for Marketing planning</li> <li>➤ Explain the difference between 'inward' and 'outward' looking companies</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 2: Brand Marketing Plan</b></p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Define the nature and structure of an effective Brand Marketing Plan</li> <li>➤ Describe the value and importance of a Brand Marketing Plan</li> <li>➤ Explain the process to critically evaluate a Brand Marketing Plan</li> <li>➤ Describe the common reasons why Brand Plans Fail</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 3: Market Definition &amp; Segmentation</b></p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Explain what is meant by 'Market definition' and why it is important</li> <li>➤ Define segmentation</li> <li>➤ Explain the process for segmentation</li> <li>➤ Assess the relative potential of alternative segments</li> <li>➤ Explain targeting as it applies in Marketing planning</li> </ul>	<p><b>Module 4: SWOT Analysis</b></p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Define the nature and scope of strengths and weaknesses</li> <li>➤ Define the nature and scope of opportunities and threats</li> <li>➤ Complete a rank ordered SWOT analysis for your brand</li> <li>➤ Explain the difference between a quantitative and qualitative SWOT</li> <li>➤ Describe the uses of SWOT analysis</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 5: From Molecule to Market</b></p> <ul style="list-style-type: none"> <li>➤ Explain the purpose and objectives of all the phases of clinical development in a new product</li> <li>➤ Construct a timeline for the development of a new product from molecular target identification to marketing authorisation approval</li> <li>➤ Identify at least three out of five methods for controlling R&amp;D costs</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 6: Forecasting</b></p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Define forecasting</li> <li>➤ Describe all the Marketing decisions that are impacted by forecasts</li> <li>➤ Explain the different types of forecasting</li> <li>➤ Describe the forecasting approach used for New Product Launch planning</li> <li>➤ Describe the basis for Patient Based Forecasting</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 7: Financial Aspects of Marketing</b></p> <p><b>Learning outcomes</b></p> <ul style="list-style-type: none"> <li>➤ Appreciate the ultimate aim of Marketing</li> <li>➤ Describe the structure of a typical P&amp;L statement</li> <li>➤ Describe the nature of budget control</li> </ul>

Day 3	Day 4
<p><b>Module 8: Project Planning</b></p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Explain the nature and scope of project planning</li> <li>➤ Detail the benefits to you and the company of effective project planning</li> <li>➤ Describe appropriate methods for effective project planning</li> <li>➤ Explain the required skills for a Brand Manager to be an effective project planner</li> <li>➤ Complete a project plan</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 9: Brand Positioning</b></p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Describe the nature and importance of positioning</li> <li>➤ Explain the characteristics of effective positioning</li> <li>➤ Describe the requirements for developing positioning that resonate with the target audience</li> <li>➤ Understand how to develop brands that connect emotionally and deliver competitive advantage</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 10: Targeting</b></p> <p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ Define targeting as it applies to Healthcare professionals</li> <li>➤ Explain the nature and importance of targeting</li> <li>➤ Describe the process used to effectively target healthcare professionals</li> <li>➤ Identify the merits and weaknesses of current targeting approaches</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 11: Brand Life Cycle Management</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ Describe the structure and phases of a typical brand life cycle</li> <li>➤ Identify the single most powerful driver of revenue through the Life Cycle</li> <li>➤ Explain the core objectives and associated key marketing decisions for each phase</li> <li>➤ Explain the characteristics of each Life Cycle phase and the change that must occur before proceeding to the next phase</li> <li>➤ Describe the responsibilities of the Brand Manager at each phase</li> </ul>	<p><b>Module 12: Portfolio Analysis</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ Define portfolio analysis</li> <li>➤ Explain the nature and importance of portfolio analysis</li> <li>➤ Identify common problems in effective portfolio analysis</li> <li>➤ Describe classic methods used for portfolio analysis</li> <li>➤ Complete a portfolio analysis</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 13: Promotional Mix</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ Define Promotional Mix</li> <li>➤ Describe the nature and importance of Promotional Mix</li> <li>➤ Explain how Promotional Mix changes at different stages of the Product Life Cycle</li> <li>➤ Explain the link between Critical Success Factors and Promotional Mix</li> <li>➤ Explain how your targeting plan impacts your mix decisions</li> <li>➤ Understand how to choose between different activities</li> <li>➤ Appreciate good promotional communication</li> </ul> <p style="text-align: center;">*****</p> <p><b>Module 14: Measuring Marketing Outcomes</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ Describe the key methods of measuring marketing effectiveness</li> <li>➤ Identify areas for improvement in your marketing control</li> <li>➤ Improve the tracking of your brand's marketing performance</li> <li>➤ Enhance your ability to justify your choice of particular strategies (or tactics) to Managers</li> <li>➤ Develop SMART marketing objectives and related key performance indicators (KPIs)</li> <li>➤ Explain the benefits of a "balanced scorecard"</li> </ul>

# Practical and Effective Brand Management

## Programme Faculty

The Practical and Effective Brand Management Programme is delivered by GalbraithWight Trainers who are all experienced marketers from the healthcare industry and have a wealth of experience and expertise that they bring to the training.

Each course has two trainers who alternate between the four days. Our trainers are:

<p><b>Dave Horton</b></p> <p>Dave brings a wealth of marketing experience to the training he delivers underpinned by a sound background in training and development. He has over 25 years experience in the pharmaceutical industry working at GD Searle, Sandoz and Novartis reaching Director Level in both Human Resources and Marketing and Sales, operating at national, regional and global levels.</p> <p>Initially he started his career in HR including unique training and development approaches.</p> <p>Dave's second career in marketing and sales included brand and marketing management, strategy and operations, business unit leadership, marketing science and three brand launches along with input to many more. He also led the implementation of ETMS and CRM systems and sales force integration.</p> <p>Over four years Dave led a project to raise the bar in marketing, sales and resource allocation on a global scale for Novartis across 80 countries and all Novartis therapy areas.</p>	<p><b>Tanea Neville</b></p> <p>Tanea brings a unique pharma and non-pharma perspective to the training she delivers with nearly 20 years experience gained across client-side, agency and consulting in UK, European and International roles.</p> <p>After graduating with a degree in marketing, Tanea began her career at IMS. She then moved to Warner-Lambert/Pfizer where along with working on leading brands she spent time developing the longer-term POM-P strategies for the company and then gained more FMCG and retail experience at Gillette. This was followed by time as a European director at Warner Bros.</p> <p>Moving to Landor, a leading brand strategy &amp; design agency, Tanea developed strategies for brand architecture programmes in the financial and healthcare sectors.</p> <p>Key areas of expertise include marketplace strategic planning, NPD and Innovation, Brand Planning, Corporate/Product identity &amp; Positioning and Research &amp; Insight.</p>
<p><b>David Townley</b></p> <p>David brings a wealth of Global marketing experience to the training programmes he delivers. He started his career in discovery chemistry with Rhone-Poulenc (May &amp; Baker), then moved to Boehringer Ingelheim where he held a number of national and international positions. Starting in sales and marketing, his international career took him initially to South Africa and then as Marketing Director in Australia. Transferring to corporate headquarters in Germany David led the international marketing team for respiratory products. Subsequently he established a new regional medico-marketing office for South East Asia based in Singapore.</p> <p>David then led the European pricing and market access project which supported the successful launch of Spiriva and more recently, built a team to deliver integrated customer information insights and has extensive experience in strategic business planning and process modelling.</p>	<p><b>Mark Boyden</b></p> <p>Mark brings over 20 years of Strategic and Operational experience to his training role. He built his marketing career at Merck &amp; Co within the UK, where he managed a broad portfolio with brands in all stages of the product lifecycle.</p> <p>As well as extensive Marketing experience in Pharmaceuticals, Mark also worked for Multi-Link, a US based Telecom company, at which he guided dramatic organic growth, sufficient to secure public funding and achieve rapid regional expansion in the 1990's.</p> <p>Prior to joining GalbraithWight Mark created and ran his own marketing agency in the USA, serving Pharmaceutical companies as well as clients in many other industrial sectors including software, leisure, computing, telecom, finance and sport.</p>

## Registration Form

To register, please complete and return this form by fax  
 e-mail [l.southern@galbraithwight.com](mailto:l.southern@galbraithwight.com) or post to  
 GalbraithWight, GalbraithWight House, Chaucer Business Park,  
 Dittons Road, Polegate, East Sussex BN26 6JF

Delegate Name:		Job Title:	
Tel:	E-mail:	Mobile:	
Managers Name:		Job Title:	
Tel:	E-mail:	Mobile:	
Company name:		Invoice Address:	
Purchase Order No:			

**Please circle the appropriate box(es) below to indicate the course(s) you wish to attend**

COURSE TITLE	2010 DATES		COURSE FEE excluding VAT
Practical and Effective Brand Management	<del>29<sup>th</sup> Mar-1<sup>st</sup> April</del>	4-7 <sup>th</sup> Oct	£3,085
	14 <sup>th</sup> -17 <sup>th</sup> June	29 <sup>th</sup> Nov-2 <sup>nd</sup> Dec	

**Please note: ALL THE ABOVE COURSES ARE NON-RESIDENTIAL**

**Venue: GalbraithWight Training Centre, East Sussex**

How did you hear about GalbraithWight Public Programmes? *Please tick*

GalbraithWight website  Recommendation  Other: \_\_\_\_\_

For course programmes or further details on any courses please contact:  
 Lesley Southern 01323 482 208 or [l.southern@galbraithwight.com](mailto:l.southern@galbraithwight.com)