

## **Objectives**

- To review the process of positioning and developing brand essence
- To define how to determine an appropriate cost-effective mix of promotional activities for a brand, whatever its stage of life cycle
- To consider how to set objectives for each activity within the mix and establish key performance indicators
- To establish guidelines as to how to develop effective promotional materials
- To provide a practical and in-depth insight into the role of the product manager in today's pharmaceutical industry
- To provide an overview of the marketing process and the key elements that drive the marketing plan

## **Target Audience**

Product managers with up to approximately one year's marketing experience

## **Course Content**

### **DAY 1:**

#### **Positioning and Brand Building**

- What is meant by positioning? Why is it the critical success factor?
- Matching the creative approach to the positioning strategy
- The importance of all promotional materials communicating the positioning statement
- Understanding brands
- The Communication Edge
- Using insight and single-mindedness to develop competitive advantage

#### **The Promotional Mix**

- What methods are available?
- What can be achieved by each of these methods?

#### **The Sales Force and Support Materials**

- What are the advantages and disadvantages of using a sales force to promote your products?
- How much money is wasted on unused support materials and why?
- Roles
- How to get the best out of your support materials

## **DAY 2:**

### **Journal Advertising**

- Why advertise?
- What can journal advertisements achieve?
- Design guidelines - how to create a good ad
- Testing the advertisement

### **Mailings**

- Why mail?
- What can mailing achieve?
- What makes a "good" mailing package?

### **Public Relations**

- What is PR?
- What will it achieve?
- What is its role in the promotional mix? What do meetings achieve?
- Meeting guidelines - how do you measure a successful meeting?

### **Meetings**

#### **Internet**

What benefits can be gained from the Internet?

How many customers are using it?

How to ensure integration with other elements of the promotional mix

## **DAY 3:**

### **The Campaign Plan**

- Making sure the mix is right and the activities are co-ordinated (both for an individual product and across all products)
- How to define the right mix and an appropriate campaign plan
- How to establish measurements (key performance indicators) How to get the best out of an agency
- What information should go into the agency brief?
- Managing the relationship on a day-to-day basis

### **Briefing the Agency**

- From Brief to Finished Item - What happens after the brief? - What is the creative process? When do you start incurring real costs?

### **Course Review**