



Government of Pakistan
HEALTH SERVICES ACADEMY



Course Title:

Pharmaceutical Brand Management

Instructors:

Zulfiqar Ali Qureshi

Course Objective:

The Objective Of Pharmaceutical Product Management Is To Make Participants Understand Principles Of Pharmaceutical Branding, Role Of Brands, Elements And Components Of Brands, Brand Equity Etc. The Main Aim For Pharmaceutical Product Management Is To Make Sure That Participants Understand Implications Of Planning, Implementing And Evaluating Branding Strategies.

Class Details: Session Day(S) 15 (3Hrs Each)

Instructor CV/Profile:

Zulfiqar Ali Qureshi Author Of The Book “Handbook For Medical Representatives” Is An Experienced Professional In The Pharmaceutical Sales, Marketing Field And In Hospital Marketing. He Has Served For More Than 2 Decades In The Pharmaceutical Profession. He Has One Of The Fastest-Growing Careers From Medical Representative To Business Consultant And Has Served In Many Prestigious Companies Like Boehringer Mannheim, Hilton Pharma, Tabros, Macter International And Scotmann Pharmaceuticals. Presently He Is Working As Business Consultant With Hayleys (Sri Lanka), Ex-Max Global (Hong Kong) And Providing His Services In Training, Exports, And Marketing To Various Prestigious Organizations. He Has Mentored Many Senior Professionals Who Are Holding Key Positions In Reputable Companies In Pharmaceutical Sales And Marketing.

Course Description:

Pharmaceutical Brand Management Course Is Designed To Create An Effective Brand Manager For Pharmaceutical Industry. This Course Focuses On How Product Manager Works In Pharmaceutical Industry, What Are His Key Responsibilities And Job Functions. The Pharmaceutical Product Manager Course Will Provide Practical Knowledge, Skills And Recent Marketing Tools, Which Will Enable To Be A Professional Product Manager. Professional

Selling Skills Is Ideal Who Are Already Working As Medical Representative And Want To Enhance Pharma Selling Skills And Knowledge. Pharma Medical Representative Training Course Gives Practical Knowledge And Real Life Job Simulation.

Syllabus:

1. Pharmaceutical Marketing Basics
2. Product Management Fundamentals
3. Marketing Management
4. Pharmaceutical Promotion
5. Promotional Mix
6. Marketing Plan
7. New Launches
8. Analytical Skills
9. Event Management
10. Digital Media
11. Marketing Techniques
12. Pharmaceutical Business Types And Techniques
13. Business Plan

Participant Fee:

Rs: 15,000/-

Address:

**Health Services Academy,
Chakshazad , ParkRoad , Islamabad
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