



MODULE 6

Marketing and Commercialisation

This module forms part of the PLG MSc course in Pharmaceutical Business Development and Licensing. It can be studied on its own for a module credit or as part of a Certificate, Diploma or MSc degree.

It provides an introduction to the principles of commercialisation in the pharmaceutical industry and an appreciation of the marketing practices in Europe, USA and the Rest of the World markets. It reviews the value of market intelligence, global marketing, deployment of typical size of sales forces, as well as the contribution made by in-licensed products. In addition, the module also addresses the various commercial deals and distribution arrangements that are routinely used within the industry.

CONTENT:

Unit 1 Introduction to Sales and Marketing. This unit provides background on sales and marketing, as a basis for further addressing marketing and commercialisation of pharmaceuticals in the later sections.

Unit 2: Marketing Strategies This Section reviews further how marketing is involved in the development of products, their launch into the market and their further progress up to patent expiry.

Unit 3: Market Intelligence and Competition, reviews how market research techniques are used to obtain market intelligence, and how companies translate that information factor by factor into a forecast. It discusses the importance of researching future as well as current events and activities.

Unit 4: Marketing Media in Promotion. This unit explains why pharmaceutical products need to be actively promoted, the range of promotional media employed and how they are deployed.

Unit 5: Price Regulation, Other Forms of Cost Control and Parallel Trade. This unit deals with pricing in the global pharmaceutical industry. It explains how in the face of the pressures generated by rising healthcare costs, a wide variety of different types of pricing systems and cost control measures have been introduced over time in different countries throughout the world. It also covers international pharma pricing interrelationships, including parallel trade.

Unit 6 Commercial deals, reviews the different types of commercial agreements which can be deployed when planning the commercial strategy for a pharmaceutical product or technology.

Unit 7: Generics. This unit deals with the phenomenon of generics, including the related topic of biosimilars.