

No. of Hours	TOPIC	Days	Expected date	Conducted date	Remark
1	Introductory class	THU	19-06-25		
2	Unit 1: Marketing: Definition, general concepts and scope of marketing;	FRI	20-06-25		
3	between marketing & selling; Marketing environment;	SAT	21-06-25		
4	Industry and competitive analysis	THU	26-06-25		
5	Analyzing consumer buying behavior; industrial buying behavior.	FRI	27-06-25		
6	Pharmaceutical market: Quantitative and qualitative aspects	SAT	28-06-25		
7	size and composition of the market	THU	03-07-25		
8	demographic descriptions and socio-psychological characteristics of the consumer	FRI	04-07-25		
9	Market segmentation& targeting. Consumer profile;	SAT	05-07-25		
10	Motivation and prescribing habits of the physician;	THU	10-07-25		
11	patients' choice of physician and retail pharmacist	FRI	11-07-25		
12	Analyzing the Market; Role of market research.	SAT	12-07-25		
13	Unit II: Product decision: Classification, product line	THU	17-07-25		
14	product line and product mix decisions	FRI	18-07-25		
15	product life cycle,	SAT	19-07-25		
16	product portfolio analysis	THU	24-07-25		
17	product positioning; New product decisions	FRI	25-07-25		
18	New product decisions	SAT	26-07-25		
19	Product branding, packaging, labeling decisions	THU	31-07-25		
20	labeling decisions	FRI	01-08-25		
21	Product management in pharmaceutical industry.	SAT	02-08-25		
22	Unit III Promotion: Methods, determinants of promotional mix,	THU	07-08-25		
23	promotional budget;	FRI	08-08-25		
24	An overview of personal selling,	SAT	09-08-25		
25	advertising, direct mail, journals,	THU	21-08-25		

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26	advertising, direct mail, journals,	FRI	22-08-25		
27	sampling, retailing,	SAT	23-08-25		
28	medical exhibition,	THU	28-08-25		
29	public relations	FRI	29-08-25		
30	Online promotional techniques for OTC Products.	SAT	30-08-25		
31	Unit IV Pharmaceutical marketing channels: Designing channel, channel members,	THU	04-09-25		
32	selecting the appropriate channel, conflict in channels,	SAT	06-09-25		
33	physical distribution management:	THU	11-09-25		
34	Strategic importance,	FRI	12-09-25		
35	Tasks in physical distribution management.	SAT	13-09-25		
36	Professional sales representative (PSR): Duties of PSR,	THU	18-09-25		
37	purpose of detailing, selection and training,	FRI	19-09-25		
38	supervising, norms for customer calls,	SAT	20-09-25		
39	Motivating, evaluating, compensation and future prospects of the PSR.	FRI	26-09-25		
40	Unit V Pricing: Meaning, importance, objectives,	SAT	27-09-25		
41	determinants of price; pricing methods and strategies,	THU	02-10-25		
42	Issues in price management in pharmaceutical industry.	FRI	03-10-25		
43	An overview of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority).	SAT	04-10-25		
44	Emerging concepts in marketing: Vertical & Horizontal Marketing;	THU	09-10-25		
45	Rural Marketing; Consumerism;	FRI	10-10-25		
46	Industrial Marketing; Global Marketing.	SAT	11-10-25		