PHARMACEUTICAL MARKETING

Role of Marketing

Basic Research









- Provide background on market and product potential
- This is a sample text that you can edit.

- Recommend development
- Define product profile needs
- Define competitors
- Develop market
- Develop strategy

- Input product labeling
- Recommend filing strategy
- Define launch plan
- Develop positioning and branding

- Finalize strategy
- Finalize pricing
- Finalize promotion and branding
- Implement the launch campaign
- finalize field sales plans

- Monitor performance
- Adjust strategy and tactics
- Sequence promotion
- Manage the product life orde

Marketing Planning For The Pharmaceutical Industry

Albert A Gayle

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