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# CORNERSTONE SERIES™ ON MARKETING

## An e-Curriculum for Core Marketing Competency

Your brand teams are responsible for driving your product to peak performance. Can their core competencies get them there fast enough?

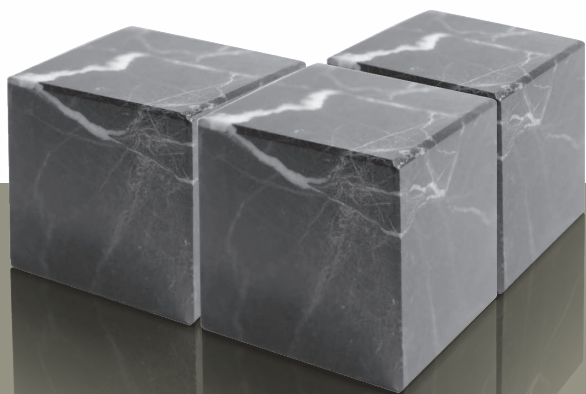
Make sure that your marketers are up-to-speed on essential knowledge and skills with *Cornerstone Series™* on *Pharmaceutical and Biotech Marketing*: the only commercially available e-learning series designed to deliver a rock-solid marketing foundation—all at once or incrementally—when and where your team needs it.

This well-planned, cohesive curriculum enables you to fast-track your brand team's understanding of core competencies that are critical to high-functioning marketing programs.

### Accessible anywhere, anytime.

Each engaging *Cornerstone Series™* e-module is available on-demand, so you can assign the curriculum in-full to jumpstart new marketing team members—or offer it as a library for just-in-time skills development to guide marketers as they progress in their roles.

With *Cornerstone Series™* covering the building blocks, you're free to focus on the proprietary training that sets your team apart.



### Cornerstone Series™ Curriculum:

#### COR 1: Foundation

*Groundwork for successful marketing*

- **Intro to Life Cycle Management**
- **Launch Fundamentals**
- **New Product Commercialization**
- **Fundamentals of Pharma Marketing**

#### COR 2: Management

*Essential skills for implementation*

- **Project Management for Marketers**
- **Developing Promotional Materials**
- **Ad Agency and Vendor Partnerships**

#### COR 3: Construction

*Tools to build an effective marketing plan*

- **Brand Planning**
- **Treatment Flow Modeling**
- **Market Segmentation**
- **Market Research Methods, Apps**

For more information, call 877.923.5600 or visit [www.pharmainstitute.com](http://www.pharmainstitute.com)



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# The core competencies every pharmaceutical

The Cornerstone Series™ curriculum covers the three COR areas your team needs to drive success:

## **COR 1: Foundation**

**Lay the foundation for effective marketing. Provides a broad yet thorough view of the pharmaceutical marketplace, its complexities, and the role of marketing within it.**

### **An Introduction to Life Cycle Management (LCM)**

- What exactly is life cycle management? Why is it important?
- What are the core LCM strategies?
- How and when should these strategies be used?
- What are the most common LCM planning challenges? What are the solutions?

### **Launch Fundamentals**

- What is the impact of a successful, strategically planned product launch?
- How do the roles and processes of global and local launch teams differ? How do they work together?
- What are the steps to developing the launch process and plan?
- What are the main challenges to launch? How can I overcome them?
- What scenario variations impact launch planning? How should my processes adapt to handle them?

## **COR 2: Management Skills**

**Learn the management skills to perform the critical tasks that drive successful pharmaceutical marketing. Demonstrates the components, challenges, and best practices for delivering on core tactics.**

### **Project Management for Marketers**

- What is the role of project management in a typical pharmaceutical company? What is its importance within the marketing function?
- When is a formal approach to project management needed?
- What are the challenges specific to managing marketing projects?
- What skills and behaviors enable project management success?

### **Ad Agency and Vendor Partnerships (Two-Part Course)**

- What is the relationship between pharmaceutical marketers and external vendors?
- How do I select, manage, and interact with vendors?
- How can I optimize vendor performance?
- What are the typical challenges of managing vendors, and how can I address them?
- Are there pros and cons to using long-term partners vs. new vendors?

## **COR 3: Construction**

**Build a framework for strategic brand planning and analysis. Provides instruction and insight on the knowledge areas that are paramount to successful pharmaceutical marketing plans.**

### **Treatment Flow Modeling (TFM)**

- What is the purpose of a TFM in a typical pharmaceutical company? How is used?
- What are the steps to building a TFM?
- What research is necessary for designing an effective TFM?
- What are the complexities and best practices?
- How can the brand team leverage and apply a TFM?

### **Market Segmentation**

- What is segmentation and why it is important?
- What are the types of segmentation? How and when are they performed?
- What are some examples of how segmentation is used?
- What are the best practices?

# marketer needs in one powerful e-learning series.

## New Product Commercialization

- Why is early commercialization planning important?
- What key milestones, deliverables, and decisions must be reached during phases I, II, and III?
- Which functional areas are involved in a product team? How and when do their roles evolve with each phase?
- What challenges do product teams face, and how can they be overcome?
- How might various scenarios impact planning?

## Fundamentals of Pharmaceutical Marketing

- What is the role of marketing in a typical pharmaceutical company? What needs does it fill across the product life cycle?
- Who are the players? What are their strategic and tactical responsibilities?
- Who are the stakeholders with whom marketers interact?
- How do marketers create promotional materials for various segments? What regulations must be followed?
- How is marketing success measured?

## Core Competencies Developed

- 1 Proficiency with fundamental marketing concepts**
- 2 Awareness of what marketing means in today's environment**
- 3 Insight into how marketing roles and responsibilities affect the larger picture**

## Developing Promotional Materials

- What is the value of promotional materials and messages targeting various audiences?
- At what points during the product life cycle should materials be developed and updated?
- What are the components, processes, and best practices for developing materials?
- What roles do marketing, market research, and ad agencies play in development?
- What are the legal, medical, and regulatory (LMR) review processes?
- What is off-label promotion?

## Core Competencies Developed

- 1 Application of critical marketing processes**
- 2 Accountability for meeting standards of quality, expediency, and compliance**
- 3 Management Skills to accomplish effective project outcomes and deliverables**

## Brand Planning

- What is the purpose of pharmaceutical brand planning?
- What are the best practices for developing a brand plan?
- What are the key components, and why are they important? (brand vision, situation analysis, strategic and tactical plans, forecasting, and life cycle management)
- How should a brand plan align with life cycle management?

## Market Research Methods and Applications

- What are the value, benefits, and drawbacks of primary research?
- What about secondary research?
- What are the different research methodologies and participant targets?
- What are key considerations and best practices for developing a research plan?
- What are the components of an effective RFP?
- What types of research are needed at each phase of a product's life cycle?

## Core Competencies Developed

- 1 Perspective to think strategically about brand communication and marketing goals**
- 2 Dexterity with the steps and components involved in building a powerful brand**
- 3 Confidence to prepare an effective marketing and implementation mix**

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### **About the Pharmaceutical Institute**

Pharmaceutical Institute is a subsidiary of Campbell Alliance, the leading management consulting firm specializing in the pharmaceutical and biotech industry. Our training specialists partner with Campbell Alliance's subject-matter experts to develop high-impact specialized training solutions for improving the effectiveness of professionals in key industry functions.

### **Order Information**

Contact us at [www.pharmainstitute.com](http://www.pharmainstitute.com) or (877) 923-5600 for additional information or to order e-courses in this series.



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8045 Arco Corporate Drive  
Suite 500  
Raleigh, NC 27617  
Tel: (919) 844-5650  
Toll Free: (877) 923-5600  
[www.pharmainstitute.com](http://www.pharmainstitute.com)