

Segmentation and Positioning

A 400 Level Course

www.iibd.com/segmentation-positioning/

Foster Rosenblatt is pleased to introduce a 2 day course focused on pharmaceutical segmentation and positioning. The 2 topics are so closely related, we have fit them together in this learning and development seminar. Participants are strongly encouraged to attend both course days; however, attending only 1 day is also possible.



Day 1 - Segmentation Course Overview

At this course, several topics will be reviewed, including these fundamental aspects:

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|------------------------------------|-----------------------------------|
| The Role of Segmentation | Customer Centric Models |
| Segmentation versus Targeting | Measureable Segmentation Strategy |
| Execution of Segmentation Strategy | |

Content

The segmentation course is focused on the changing business model and the case for strategic market segmentation. Objectives of the course include a review of the basic objectives and various methods of segmentation, understanding how segmentation benefits the business model and how it can improve both patient and physician marketing strategy. You will also be exposed to the process of developing and implementing a real-world segmentation plan.

Day 2 - Positioning Course Overview

The knowledge you gained on day 1 will be expanded to include these topics:

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|--|--|
| The Foundation of Marketing: Segmentation, Differentiation and Positioning | |
| Customer Insight & Positioning | Competitive Positioning Strategies |
| Goal-Based Positioning Strategy | Crafting and Testing the Positioning Statement |

Content

The positioning course addresses the most common misperceptions and pitfalls experienced by marketers looking to differentiate their brands. Objectives focus on the role of positioning in the overall brand strategy, what excellence in positioning looks like, and how you will know when you have achieved it. A review of best practices in developing unique, compelling, sustainable brand positioning will be conducted and we will discuss how to manage a product's positioning over its lifecycle.



Who Should Attend

Marketing associates, product managers, brand team members, commercial analytics team members, clinical research associates, finance associates, R&D team members, regional or district sales managers, strategic planners, managed care and reimbursement associates.

Location

This IIBD course is being conducted at the Villanova Conference Center near the campus of Villanova University in Radnor, PA.

2011 Dates

Attendees are strongly encouraged to attend both days of this course, or join us for just one day only, its your choice!

US Course Location: Villanova Conference Center in Radnor, PA

May 3-4, 2011 / Radnor, PA

November 16-17, 2011 / Radnor, PA



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Course Agenda

[www.iibd.com/segmentation and positioning/](http://www.iibd.com/segmentation%20and%20positioning/)

	DAY 1 - Segmentation	DAY 2 - Positioning
8:30 AM	Introduction to Course / Objectives Why Segmentation? Customer Centric Models	Introduction to Course / Objectives Foundation of Positioning Positioning Strategies
10:00 AM	15 Minute Break Physician and Patient Segmentation	15 Minute Break Competition and Goal-Based Positioning
12:00 PM	Lunch	Lunch
1:00 PM	Evaluating and Prioritizing Segments Implementation and Execution of Segmentation Strategy	Crafting and Testing Positioning Statements Positioning Research Techniques Brand / Perceptual Mapping
3:00 PM	15 Minute Break Segmentation / Analysis Tools	15 Minute Break Brand / Perceptual Mapping Product Attribute / Importance Maps
5:00 PM	Day 1 Wrap-up and Close	Course Wrap-up and Close