

Advanced Pharmaceutical Marketing & Portfolio Strategy

A 600 Level Simulation-Based Course

www.fosterrosenblatt.com/advanced-pharmaceutical-marketing-strategy/

Overview

The advanced application of each of these topics will be discussed:

The Key Principles of Strategy	Market Segmentation and Positioning
Portfolio Management	The Marketing Mix
Tactical Execution	Monitoring and Evaluation

This course distinguishes itself from other executive development programs because it provides an ideal blend of didactic and experiential learning. Plenary sessions support and strengthen the strategic concepts while the [StHEALTH™](#) simulation allows the participants to apply their knowledge in a realistic competitive marketplace.

Content

IIBD's Advanced Pharmaceutical Portfolio Marketing Strategy is a 3-day course that teaches the principles of strategic planning. In addition to training lectures and case studies, participants utilize [StHEALTH™](#), an advanced and realistic business market simulation. This simulated market environment allows participants to best learn and apply the lessons of the course in a risk-free setting.

Participants are divided into teams that compete directly against each other managing their assets and portfolios; each vying for market share and profit over a simulated period of 4 years.

Who Should Attend

VP sales and marketing, directors of sales and marketing, group marketing managers, senior marketing managers, regional sales managers, district sales managers, market research managers, R&D managers, strategic planners and directors of finance.

Location

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

2011 Dates

US Courses: Villanova Conference Center
See Web Site for Dates

Advanced Pharmaceutical Portfolio Marketing Strategy

Course Agenda

www.fosterrosenblatt.com/advanced-pharmaceutical-marketing-strategy/

	DAY 1	DAY 2
8:30 AM	Introduction to Course / Objectives	Day 1 Review Positioning
	Business Strategy	Workgroups: Decision II
	15 Minute Break	15 Minute Break
10:00 AM	Introduction to StHEALTH Simulation	Perceptual Mapping
	Workgroups: Decision IA	Workgroups: Decision III
12:30 PM	Lunch	Lunch
1:30 PM	Workgroups	Conjoint Analysis
2:45 PM	Submit 1A	Workgroups: Decision IV
	15 Minute Break	15 Minute Break
3:00 PM	Segmentation / Analysis Tools	
3:45 PM	Workgroups: Decision IB	Final Presentations
5:30 PM	End of Day 1	End of Day 2