

***Development in the syllabus of Pharmaceutical Marketing & Management that is studied in the Bachelor of Pharmacy course of Bangladeshi Universities.***

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**Abstract:** The syllabus of Pharmaceutical Marketing and Management that is studied in the bachelor of pharmacy course of Bangladeshi Universities is not worthy enough for the students to learn real knowledge about Pharmaceutical Marketing and Management, as this syllabus was prepared many days ago when Pharmacists were not working in Marketing and our pharmaceutical companies were not exporting any medicines. There are so many countries where specialized syllabus (even MBA in Pharmaceutical Marketing & Management) is offered on Pharmaceutical Marketing & Management. There is no Bangladeshi University where this type of syllabus is offered. Considering the rapid growth of the pharmaceutical industries of Bangladesh, involvement of Pharmacists in Pharmaceutical Marketing, exporting of medicines to the developed countries we think a development in the syllabus of Pharmaceutical Marketing & Management is necessary. The following topics need to be added in the syllabus of Pharmaceutical Marketing & Management that is studied in Bachelor of Pharmacy Course: Management Foundation, Accounting Foundation, Economics Foundation, Finance Foundation, Managerial Accounting, Leadership Skills, Management Information Systems (MIS), Business ethics, Product Management, Pricing, Strategic partnerships, Pharmacoeconomics, Regulation of prescription drug marketing and promotion, Sales management, Competitive analysis, Business statistics, Quantitative market research Sales forecasting for the pharmaceutical industry

Global corporate strategy, Pharmaceutical strategy, Integrating product strategy into the drug development process, New product launching, Future issues in the pharmaceutical industry.

**Key words:** Pharmaceutical Marketing & Management, Pharmaceutical Strategy Management, Pharmaceutical Product Management, Leadership Skills, Sales Force Management, Qualitative Marketing & Management, Production & Quality Control Department, Bachelor of Pharmacy, Development in course & Curriculum, Pharmaceutical Industry, Bangladeshi Universities etc.

**Introduction:** Service in the Pharmaceutical Marketing is a world-wide well recognized profession. As it is knowledge based marketing, the professional knowledge and tactics is very important here. In the Pharmaceutical Marketing of Bangladesh most of the people are from various subjects other than Pharmacy. These non-Pharmacists are performing their jobs in Pharmaceutical Marketing based on their experience and in most cases they have no professional education and training on Pharmaceutical Marketing.

The Pharmacists of Bangladesh were mostly engaged in production and Quality Control (QC), so they did not draw attention in Pharmaceutical Marketing although they have a six months course on their bachelor degree. In the recent years the Pharmaceutical industries of Bangladesh has developed a lot. These companies are producing more than 96% of the total requirement of medicines of the country and also exporting medicines to at least 80 different developed and developing countries. Previously country's largest institution Dhaka University offered Bachelor of Pharmacy course, so the number of Pharmacists were very limited and there were a huge scope of Pharmacists in the pharmaceutical industries. Now days the scenario has been changed, a lot of public and private universities are offering Bachelor of Pharmacy course and producing a large number of Pharmacists. Due to

lack of very well defined place Pharmacists are now working in different departments like Marketing, Sales, Technical Services, Production Planning, Inventory Control, Commercial, Distribution and so many newly launched departments. Although there are so many departments where Pharmacists are working but it is true that other than production and Quality Control (QC) most of the Pharmacists are working in Marketing as it is comparatively very much related to the subject and offers very rapid career growth.

The syllabus of Pharmaceutical Marketing and Management that is studied in bachelor of pharmacy degree in Bangladesh is not sound enough for the students to learn real knowledge about Pharmaceutical Marketing and Management as it was prepared many days when Pharmacists were not working in Marketing and our pharmaceutical companies were not exporting any medicines. There are so many countries where specialized syllabus is offered on Pharmaceutical Marketing. There is no Bangladeshi University where this type of syllabus is offered. Therefore, considering the rapid growth of the pharmaceutical industries of Bangladesh, involvement of Pharmacists in Pharmaceutical Marketing, exporting of medicines to the developed countries etc. we think development in the course and curriculum of Pharmaceutical Marketing & Management that is studied in the Bachelor of Pharmacy course of Bangladeshi Universities is needed.

**Materials and Methods:** To carry out the study syllabuses of Bachelor of Pharmacy course were collected from all government universities and some renowned private universities of Bangladesh (where Bachelor of Pharmacy is studied) were collected. Syllabus of foreign universities like Boston University, Tennessee University, Colorado University, Minnesota University, European School of Pharmacy, mostly followed Pharmacy syllabus of France & India were also collected. It was found that maximum universities offer very similar syllabus that is comparable with Dhaka University, the pioneer institution of Pharmacy education in Bangladesh. In case of

one or two universities the syllabus were little different but compare to the syllabus of foreign universities that are not sound enough for learning Pharmaceutical Marketing & Management. Comments of pharmaceutical marketing and management experts (list is attached herewith) were taken to suggest upgrading the course and curriculum of Pharmaceutical Marketing & Management that is studied in the Bachelor of Pharmacy course of Bangladeshi Universities.

**Result & Discussion:** Considering the syllabuses of different foreign universities, discussion with some expert Pharmaceutical personalities, job description of pharmaceutical marketing & management and related experience we are proposing a model syllabus for the Pharmaceutical Marketing & Management in Bangladesh that are given below:

**Management Foundation:** This course introduces students to management theory and practice with particular emphasis on the challenges facing contemporary managers. The key areas addressed in the course include issues in international management, strategic management, managerial decision making, organizational culture, human resource management, motivation, communication, conflict management, and management of change.

**Accounting Foundation:** This course deals with financial accounting and reporting, and the understanding of the four basic financial statements: balance sheets, income statements, retained earnings statements, and cash flow statements.

**Economics foundation:** This course will familiarize the student with economic analysis: the determination of microeconomic variables, such as the price of a product with its output in individual markets and the determination of macroeconomic variables.

**Finance foundation:** This course builds on the material presented in the accounting module. We move from the presentation of the balance sheet, income statement and statement of cash flows to an analytical Framework of these statements employing ratios.

**Marketing foundation::** The course sets the stage for future study by taking students through the marketing fundamentals beginning with strategy, target marketing and opportunity analysis, then developing product, price, distribution and promotion (the 4 p's), and an introduction to customer driven marketing strategy, all in a managed care context.

**Managerial finance:** This course starts with the pricing of financial assets, which follows directly from the time value of money concepts developed in the first module.

**Managerial accounting:** This course focuses upon Managerial Accounting within the pharmaceutical industry. Topics covered include: cost concepts and terminology, just-in-time and activity-based costing, cost behavior, cost-volume-profit relationships, profit planning, segment reporting, relevant costing for decision making and service department costing. Examples from the pharmaceutical industry will be incorporated into the class as appropriate.

**Leadership & development:** This course is designed for executives who want to develop and hone their leadership skills and approaches.

**Management information systems:** This course will be concerned with understanding the history and development of information and communication technology. Topics will include: the changing impact, applications and strategic uses of information technology; computer hardware, software and telecommunications and networking. The text material will be highlighted with illustrative cases primarily from industry perspective.

**Business ethics:** The course examines competing ethical claims upon the pharmaceutical industry in a market driven, profit seeking economy. The course begins with a discussion of a theoretical framework for moral analysis and proceeds to practical applications in pharmaceutical marketing.

**Product management:** This course will: (1) focus on product decisions of the firm, requiring an occasional shift in focus from that of corporate management to that of operating managers of new product activities or established brands; (2) recognize

the importance of marketing research as input to product decisions; (3) take a managerial orientation; (4) recognize the need to tailor product policy approaches to the characteristics of the decision-maker and the firm. The primary strategic framework for analysis is the Product Life Cycle.

**Pricing:** Pricing is one of the most important marketing mix decisions that a firm makes, and it affects all other elements of the marketing mix. This course examines the theories and strategies that firms use to set and change prices. Firms are required to respond to, and anticipate, changes in competitors' activities and in areas of the external environment such as, political, social, regulatory and technological.

**Pharmacoeconomics:** This course reviews the principal elements and concepts in economics, history and development of health economics, and the applied uses of the discipline of economics made possible since the quantification of studies has been developed and perfected. These introductory sections are presented by lecture and discussion group. In addition, the need for uses of, and value of health economics studies is reviewed and pharmaceutical-related examples are presented.

**Strategies for dealing with managed care:** The objectives of this course are to understand the dynamics and trends of the evolving healthcare system, to review managed care's impact on pharmaceutical marketing and to develop strategies for success with the managed care customer.

**Regulation of prescription drug marketing and promotion:** With the plethora of new communications vehicles, including direct-to-consumer advertising and the Internet, the goal of achieving marketing objectives and remaining in adherence with FDA regulations/guidelines has become increasingly difficult. This course will provide a working knowledge of the federal regulation of prescription drug promotion and associated marketing practices and will provide insight into drug promotion issues currently of interest to FDA and the pharmaceutical industry. The course will also consider the impact of product liability and anti-kickback concerns on developing marketing programs for prescription drugs.

**Sales management:** This course covers the concepts and applies the theories associated with managing a sales force. Specifically, the course is designed to help students learn sales management concepts and how to apply them to solve business problems in the pharmaceutical industry. To function effectively as managers, students must know how salespeople perform their jobs. With this in mind, we will cover personal selling, account relationships, territory management, and sales ethics with special emphasis on current issues of managing strategic account relationships, team development, and diversity in the work force, sales force automation and ethical issues.

**Competitive analysis:** Examination of various strategies and strategic frameworks are examined with a discussion of the advantages and shortcomings of each. The

**Business statistics:** The overall purpose of the course is to provide an introduction to the basic concepts of inferential statistics, which are important tools to support data-driven decision-making. The methodology of each technique will be developed and applied in a real business context. Problems of increasing complexity will be used to emphasize problem description and definition. Emphasis will be placed on the interpretation and implementation of the computer generated results using Excel.

**Quantitative market research:** In this course you will be taught the fundamental steps involved in the pharmaceutical marketing research process. The course will expose students to the pharmaceutical marketing research process using both primary and secondary data sources. Special attention will be provided to syndicate data sources from IMS and Scott Levin. The course will also cover topics like research design, data analysis and interpretation of results. This course can be beneficial to beginners in marketing research and to the users of marketing research information for decision making.

**Sales forecasting for the pharmaceutical industry:** A comprehensive survey of the commonly used techniques in forecasting will be presented. The major categories of forecasting approaches will be discussed. Includes presentation of case

studies and forecasting with data sets. The computer will be used extensively throughout the course, primarily by using available programs to perform the calculations after the problem has been correctly formulated. Emphasis will be placed on the interpretation and implementation of results.

**Global corporate strategy:** Introduction to international trade in pharmaceuticals. The course deals with contrasting distribution systems in various countries, alternative strategies of international marketing, approaches to international management, and the divergent roles of government and alliances between United States and foreign-based companies. The course also covers the status of harmonization.

**Pharmaceutical strategy:** Examination of various strategies and strategic frameworks are examined with a discussion of the advantages and shortcomings of each. The explicit purpose of the course lies in developing a strategic perspective to solving marketing problems rather than a tactical approach.

**Integrating product strategy into the drug development process:** Traditionally the scientific and commercialization activities within pharmaceutical companies have existed as separate entities with varying relationships related to information sharing and integration of business strategy into the drug development and approval process.

**New product launch:** Compelling, reliable new products for survival for pharmaceutical companies. In increasingly difficult economic conditions, broader regulatory demands and more restrictive government budgets, this task is more challenging. One strategic response is Product Lifecycle Management (PLM) which is fast becoming not an option but a competitive necessity. This course focuses on the early phase of PLM-accelerating innovation. Students will touch on 5 key areas involved in NPDI-product innovation management, project management, product development, production and distribution scale-up and product commercialization. Specifically, students will discuss how to maintain visibility and control of new product investments, institute real-time collaboration among market, R&D and



product planning teams, build models for customer and supplier capture requirements, maximize globally dispersed work forces, leverage low cost opportunities, produce products that meet future unmet needs, enable early supplier involvement, mitigate product liability risk and increase regulatory compliance.

**Future issues in the pharmaceutical industry:** A systematic effort to understand and develop the implications of pertinent, near and long-term trends for the pharmaceutical industry.

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