



**R.C. Patel Institute of Pharmaceutical
Education and Research,
(An Autonomous Institute)
Karwand Naka. Shirpur – 425405.**

Principles of Pharmaceutical Brand Management

Duration: 30 Hours, 50 marks (Total)		Credits: 2
Subject: Principles of Pharmaceutical Brand Management		Subject code: CC-PPBM01
Duration: 25 hrs, 30 marks (Paper-I)		
Prerequisite	Knowledge of general working language, theoretical knowledge of brand management, sales or operations	
Course Objectives	<ol style="list-style-type: none"> 1. To develop conceptual understanding of brand management 2. Application of brand management principles in the pharmaceutical industry and the differences 3. Understand the process of PBM-Pharmaceutical Brand Mgt 4. Applied and evaluative knowledge 5. Applicable trademarks and its impact on the organizations 6. Applied ready knowledge in the industry 	
Course outcomes	<ol style="list-style-type: none"> 1. Understand and remember principles, concepts of brand management 2. Apply principles to pharmaceutical industry 3. Apply process and analyse it with specific examples 4. Evaluate live brand cases 5. Create a plan with available resources and assumptions 	

A

Principles of Pharmaceutical Brand Management		
Units	Chapter(s)	Duration (hr)
Unit I	Introduction & background: Brand management (BM)- concept, definition. Evolution. Organizations that started brand management. The systems that evolved. The path towards brand management	5hr
Unit II	Brand management – a perspective Brand definition. The brand portfolio. The different aspects, elements, attributes. The systems of brand management. Need for BM. Systems of brand management in the pharmaceutical industry	5hr
Unit III	Pharmaceutical brands: valuation, process and life cycle management: Brand development-elements and attributes. The practical aspects that add brand value. The brand equity and its relevance. Life cycle	5hr

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	of brands. Strategies across lifecycle. Calculation of brand value. Perceptual mapping. Brand launching process. Generic strategies in a brand, The product, marketing and promotion mix.	
Unit IV	Legal and regulatory aspects: The Legal & IPR aspects of the brands. Regulatory aspects of a pharmaceutical brand. The difference in regulatory in MNCs and Indian organizations. The system of overcoming legal and regulatory challenges in India. Selected case studies on the legal and regulatory aspects of the brands. Cases that have been solved under the legal/regulatory framework	5hr
Unit V	The brand plan with brand document. Cases discussion	5hr
	Total hours	25

Reference books:

1. Global Management Solutions: Demystified Dinesh Seth and Subhash C. Rastogi, Cengage Learning
2. Marketing management – Phillip Kotler, Koshy
3. Building strong brands – David Aker
4. The New Strategic Brand Management: Advanced Insights and Strategic Thinking - Jean-Noël Kapferer
5. Pharmaceutical marketing management – Dimitris Dogramatzis

B

Paper -II		
Practical- Seminars/Presentation & Viva-Voce		
Subject code: CC-PPBM		Duration: 5 hrs
Marks: 20 Marks (10 IE + 10 EE)		
Units	Chapter	Duration (hrs)
1	A dissertation on a study of brand of your choice Dissertation in hard copy, on any brand of your choice. The dissertation should include the problem statement, Introduction, theory/supporting literature, the situation, applied solution, suggested solutions, best solution, conclusion, bibliography and annexures. (Min 25pages)	
2	Presentation, Viva-Voce' with tools	
	Total hours	5

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