

# Brand Management Learning Program



## Overview

There has rarely been a time of so much change in pharma Marketing roles. Marketers must respond to evolving customer expectations, make intelligent business decisions using multiple sources of data and address fierce competition in the market.

The Brand Management Learning Program is a comprehensive, blended learning curriculum that will equip you with the skills to build and implement an effective brand plan, monitor the process, and take corrective action as required to achieve your desired results.

## Your Learning Journey

The Brand Management Learning Program employs a blended approach

It includes:

- 6 hours of self-directed online learning
- 16 hours of a simulation-based workshop using a pharma-specific case study

Participants have the opportunity to put into practice what they have learned in a safe and social learning environment.



## Who is this program for?

Life Sciences Marketing Specialists/Managers/Directors, Digital Marketing, Promotion Managers, Marketing Support

*"I enjoyed the simulation. Working through the scenarios, discussing the data, and debating on what is relevant was useful, it is realistic in what typically happens when conducting this type of work with colleagues."*

*"The reality of simulation is brilliant!! I have never attended such a wonderful practical training."*

*"This is the meat and potatoes of what we need to do as marketers. I liked how the simulation forced us to think through how marketers should do things."*

# This Program Includes

## Assessment

### 1. Development Needs Analysis

Measure your level of knowledge before starting the program and compare your score to the industry benchmark

## eLearning

### 2. Evidence Based Marketing

Understand what is meant by evidence-based marketing and market research and see how it is useful in the context of building a brand plan with an optimal return on investment.

### 3. Patient Flow

Learn how to build a patient flow and use it to identify growth opportunities within the market.

### 4. Market, Product & Competitor Analysis

Learn a method for analyzing the market, the product, and competitors.

### 5. Stakeholder Analysis

Learn how to identify and understand the impact of local and national stakeholders.

### 6. SWOT Analysis

Learn how to build the SWOT and use it as a strategic decision-making tool.

### 7. Brand Strategy

Learn the framework to help guide your strategic decision-making for a brand.

### 8. Positioning

Understand where positioning fits in the brand planning process.

### 9. Profiling & Segmentation

Learn the methodology of developing and implementing a profiling and segmentation process.

### 10. Targeting & Resource Allocation

Understand the customer targeting process including roles and responsibilities, sales strategy validation, implementation, and monitoring.

### 11. Omnichannel Optimization

Understand what elements make up the omnichannel marketing mix, describe each channel or activity and identify how you choose and combine the right channels or activities.

## Simulation

### 12. In-class/Virtual Simulation-based Workshop

Participants will work in small teams to build and implement a brand plan. Participants will conduct an analysis and create a SWOT, develop a strategy and positioning, build a segmentation framework, and create an omnichannel plan for targeted segments. The simulation calculates the impact of their plan in sales and profit. Debriefing sessions throughout capitalize on the group's knowledge and experience to the benefit of all.



## Assessment

### 13. Post-Evaluation

Test your post-learning knowledge compared to industry benchmarks and measure your improvement compared to the pre-learning assessment conducted.

The program includes 1-year access to the eLearning Modules and Simulation.

## Program Dates

Two sessions are available for the **Brand Management Program**

### Virtual Workshop:

April 19, 20, 24, 25 • 1:00pm EST - 5:00pm EST  
The pre-work opens on April 5

### In-person Workshop:

May 8-9 • 8:30am EST - 5:00pm EST  
The pre-work opens on April 24

### Program Pricing:

Price per person: **\$2,500**

Early bird discount for Virtual Program: **\$2,250**  
(register by March 27, 2023)

Early bird discount for In-person Program: **\$2,250**  
(register by April 3, 2023)

*10% discount for 4 or more attendees  
from the same company*

**REGISTER**

**Program registration**

Registration for Virtual program closes April 12, 2023  
and for In-person program on May 1, 2023

**Questions? Contact us here**

**CONTACT US**