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## Rajarshi Shahu College of Pharmacy, Buldana

(Approved by AICTE, PCI, New Delhi and affiliated to Sant Gadge Baba Amravati University, Amravati)

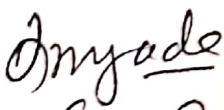
### Curriculum for certificate course

Name of course- Fundamentals of Pharmaceutical marketing management

Course code-RSCP/Pceutics/01/2019-20.

Duration-30hrs (From 01/02/2020 to 28/02/2020)

Unit	Content	Time (Hrs)	Speaker
I	Scope and objective of pharmaceutical Marketing.	03	Mr.S.D.Tayade
II	Pharmaceutical Market –Product line, Product mix, Qualitative and Quantitative aspect.	03	Dr.S.M.Kewatkar
III	Promotion of Pharmaceutical Product.	06	Mr.S.G.Didolkar (Medical Representative, Nemi Pharmaceuticals , H. Q-Buldhana)
IV	Various channels of Marketing.	04	Dr.P.N.Kendre
V	Duties and Responsibilities of Medical Representative. Training of Medical Representative.	04	Mr.V.P.Dhondage (Medical Representative, Triokaa Pharmaceuticals LTD H.Q-Akola)
VI	Field work issues of Medical Representative.	02	Mr.V.P.Dhondage
VI	Emerging Concept in Marketing.	04	Mr.S.K.Vibhute
VII	Mock interview of students and Guidance.	04	Mr.G.C.Bangale -15 years experience of Pharma Marketing. -Proprietor of Sidhavinayak Distributor, Buldhana.

  
Coordinator (S. D. Tayade)

  
HOD

  
Principal  
Principal  
Rajarshi Shahu College of Pharmacy  
Malvihir, Buldana.

