

# THE PHARMA EXECUTIVE MINI-MBA

An advanced 5-day course covering core management areas in the pharmaceutical industry

**İSTANBUL**

( 04-08 May )

*This course is not a classical "Master of Business Administration" program where students traditionally study a wide breadth of courses during a longer period of time.*

# DAY 1

## **Module 1: Marketing Skills and Marketing Strategies in Pharma Industry**

*Opening of the course and introduction to the program*

**Session 1: Marketing Skills / Esra Gençtürk**

**Session 2: Marketing Skills / Esra Gençtürk**

**Session 3: Marketing Skills / Esra Gençtürk**

**Session 4: Market Definition, Marketing Strategy / Gülsün Gürsel**

**Session 5: Marketing Strategy / Gülsün Gürsel**

**Session 6: Marketing Plan, Market Segmentation and positioning/Targeting / Gülsün Gürsel**

**Session 7: Marketing Plan, Market Segmentation and positioning/Targeting / Gülsün Gürsel**

# DAY 2

## **Module 2: Strategy, Strategic Change and Strategic Thinking in the Pharma Industry**

**Session 1: What is strategy? Anticipating the future / Günter Umbach**

**Session 2: Strategic Analysis in the Pharma Industry / Günter Umbach**

**Session 3: Strategic Planning and Choice / Günter Umbach**

**Session 4: Strategic Planning and Choice / Şule Oktay**

**Session 5: Marketing analysis, strategic alternatives / B. Becan**

**Session 6: Screening and evaluating strategies / Günter Umbach**

**Session 7: Implementing Pharma Strategies, Strategic change across the pharma industry, Pharma health care successful and unsuccessful strategies, / G. Umbach & B. Becan**

*Recapitulation of the day & group study for home assignment*

# DAY 3

## **Module 3: Current Reimbursement Environment and Role of Pharmacoeconomics to Ensure Successful Market Access**

**Session 1: Current International Reimbursement Environment / Doğan Fidan**

**Session 2: Basic Pharmacoeconomics Concepts / Doğan Fidan**

**Group Work 1: Different Perspectives in Health Care Decision Making**

**Session 3: Economic Modeling / Doğan Fidan**

**Session 4: Demonstrating the Value of a New Product / Doğan Fidan**

**Session 5: Applications of Pharmacoeconomics in Turkey / Emrah Aras**

**Session 6: Health Technology Appraisals and its Use in Reimbursement Decisions: England Example / Doğan Fidan**

*Group Work Recapitulation of the day & group study for home assignment*

# DAY 4

## Module 4: Business, Commercial and Financial Skills in the Pharma Industry

### Session 1: Bülent Becan

- Business in the 21 Century and the positioning of the pharma sector
- The Impact of Global Capitalism; Mergers, Acquisitions and Strategic Alliances
- Stressing the Participant's Role as a Business Person

### Session 2: .....

- Pharma healthcare key financial systems
- The annual report and the quarterly and year-end reporting package

### Session 3: .....

- Cost and profit planning, Understanding Cost Behaviour; Costs and Costing Systems
- Financial planning

### Session 4: Bülent Becan

- Import and Export Strategies in Operational Planning, Parallel Trade
- Non-financial Performance Measures and Other Factors Influencing Performance in the Pharma Sector

### Session 5:

- Commercial Targets / Emrah Aras

*Recapitulation of the day & group study for home assignment*

# DAY 5

## **Module 5: Customer Relationship Management (CRM) and New Trends in Marketing**

**Session 1: Customer Relationship Management (CRM) / Yekta Alper**

**Session 2: CRM Systems and case studies from Pharmaceutical Industry (CRM) / Yekta Alper**

**Session 3: New Trends in Marketing / Deniz Aksen**

**Session 4: New Trends in Marketing / Deniz Aksen**

## **Module 6: Controlling and Managing the Relationships and Leadership**

**Session 5: Controlling and Managing the Relationship / Gülsün Gürsel**

**Session 6: Leadership Management / Hasan Yılmaz**

*Recapitulation of the day & group study for home assignment*

## **CASE STUDY: Group Presentations: Integrative Pharma Case Study**

Throughout the course, the participants will work in teams against each other to develop and implement a strategic marketing campaign for different drugs within the same therapeutic class.

The case will illustrate how a drug is taken to market and how to establish and maintain a competitive marketing position for their organization.

Groups will present their reports at the end of the course.

Closing Ceremony

