MCE



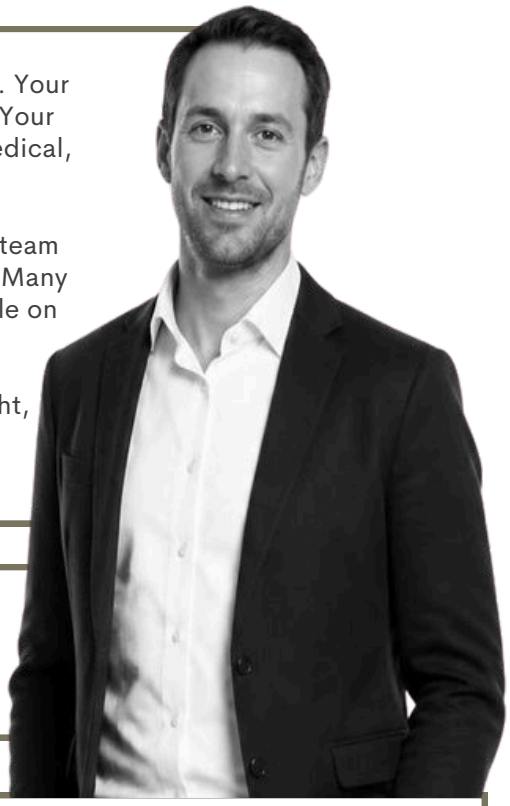
Pharma Product Management: Building Winning Brands

PHARMA & BIOTECH

Pharma Product Management: Building Winning Brands

Build brands that win with prescribers, payers and patients, from launch to loss of exclusivity.

Why This Programme Matters to You



Product management in pharma is unlike marketing in any other industry. Your brand's success depends on regulators, payers, clinicians and patients. Your evidence defines what you can say, and every message goes through medical, legal and regulatory review before it reaches a customer.

Your brand plan has to bring all of this together, with a cross-functional team you don't manage, while competitors, biosimilars and generics move in. Many product managers come from sales, medical or science, and learn the role on the job.

This programme gives you a structured, pharma-specific toolkit for insight, positioning, brand planning, launch and lifecycle management, applied to your own brand.

Competences

- Brand strategy
- Market insight
- Positioning
- Launch planning
- Lifecycle management

Who Is It For

You manage a product or brand in pharma or biotech, or you are moving into product management from sales, medical or another function. You want a structured way to build and run a winning brand.

Professionals & Specialists

Experienced Managers

Learn, Practise and Use

- **Turn** market, customer and patient insight into brand strategy.
- **Segment** and prioritize prescribers, accounts and patient groups.
- **Build** a positioning that differentiates within the label and the evidence.
- **Write** a brand plan that medical, access and field teams will support.
- **Work** effectively with medical, legal and regulatory review.
- **Plan** a launch, from market shaping to early uptake.
- **Manage** the brand through its lifecycle, including loss of exclusivity.
- **Leave** with a stronger plan for your own brand.

PRACTICAL INFORMATION

FACE-TO-FACE

3 days

€3,450

BUSINESS IMPACT

Strengthens brand performance and launch readiness, makes better use of marketing budgets, and builds product and brand managers who can lead a brand across its whole lifecycle.

Click here for dates, locations and full programme outline

Programme Modules

1

What Makes Pharma Product Management Different

Your customers are prescribers, payers and patients, and your message is regulated. You look at the role of the pharma product manager, and at what success looks like at each stage of a brand's life.

2

Insight, Segmentation and Targeting

You have market research, sales data and real-world data, but not always clear priorities. You work on turning insight into clear segments and targets, so you know which customers matter most to your brand and why.

3

Positioning and the Brand Value Proposition

In pharma, you can only differentiate within the label and the evidence. You build a positioning that stands out within these limits, and a value proposition that works for clinicians, payers and patients.

4

The Brand Plan Others Will Back

A brand plan only works if medical, market access and field teams support it. You practise building a plan with clear objectives, priorities, budget and KPIs, and getting it through medical, legal and regulatory review.

5

Launch and Lifecycle Management

A brand needs different decisions before launch, at launch and when exclusivity ends. You work on shaping the market before launch, adding new indications, and protecting the brand as biosimilars and generics arrive.

6

Your Brand Action Plan

You apply what you have learned to your own brand. You leave with a sharper plan: the key insight, the positioning and your priorities for the next 12 months.



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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