

PHARMACEUTICAL PRODUCT MANAGEMENT

Program Starts

 26 March, 2025

 06:00pm - 07:30pm

6 Interactive sessions, each session on every Wednesday till 30 April 2025



OVERVIEW

Pharmaceutical Product Management plays a crucial role in the development, marketing, and lifecycle management of pharmaceutical products. It encompasses strategic planning, regulatory compliance, and commercial execution to ensure that medicines effectively reach the right patients while adhering to market regulations. Integrating innovation with compliance and market strategies, a well-structured product management approach helps bridge gaps in the industry. This ultimately ensures successful product positioning, sustained market growth, and improved healthcare outcomes.

By combining scientific expertise with business acumen, this program provides students with in-depth industry insights into product management, marketing, and market access, preparing them to excel in the dynamic pharmaceutical sector.

KEY TOPICS

- Introduction to pharmaceutical product management
- Market research and competitive landscape in the market
- Strategic planning, go to market strategy and brand/product positioning
- Cross functional collaboration and compliance
- Performance management and life cycle optimization

PROGRAM HIGHLIGHTS

- Interactive learning
- Sessions from Industry experts
- Real world insights
- Networking opportunities
- Online



WHO CAN ATTEND?

It is designed for anyone passionate about bridging science and business to drive innovation and success in the pharmaceutical sector.

- Pharmacy, Life Sciences, and Healthcare Graduates are looking to build a career in pharmaceutical marketing and product management.
- MBA and Business Management students
- Working professionals
- Entrepreneurs and startup founders
- Sales and Marketing executives

EXPERTS



Dr. Subodh S Satheesh

Assistant Professor
IIHMR Bangalore
(Program Coordinator)



Mr. Sachin S Bhat

Assistant Professor
IIHMR Bangalore

APPLICATION PROCESS

To register please
click the below link
and fill in the
application form

<https://bit.ly/PPM260325>

or Scan for
Registration



FEES

₹ 1000/-

(Including GST)

ABOUT IIHMR BANGALORE

IIHMR, Bangalore is a premier Institute for Hospital and Health management education in South India. Founded in the year 2004 as the south campus of IIHMR Group of Institutions, IIHMR Bangalore offers a flagship program in Hospital, Health, Health IT, and Pharmaceutical Management. The institution received NABET Accreditation as a Consultancy organization for NABH in 2010 and was ranked as the top Hospital Management college by higher education review magazine. It is also Accredited by the National Board of Accreditation (NBA) and Association of Indian Universities(AIU). IIHMR Bangalore's motive is to create a positive impact in the dynamic health sector through knowledge creation, capacity development, and management research.