

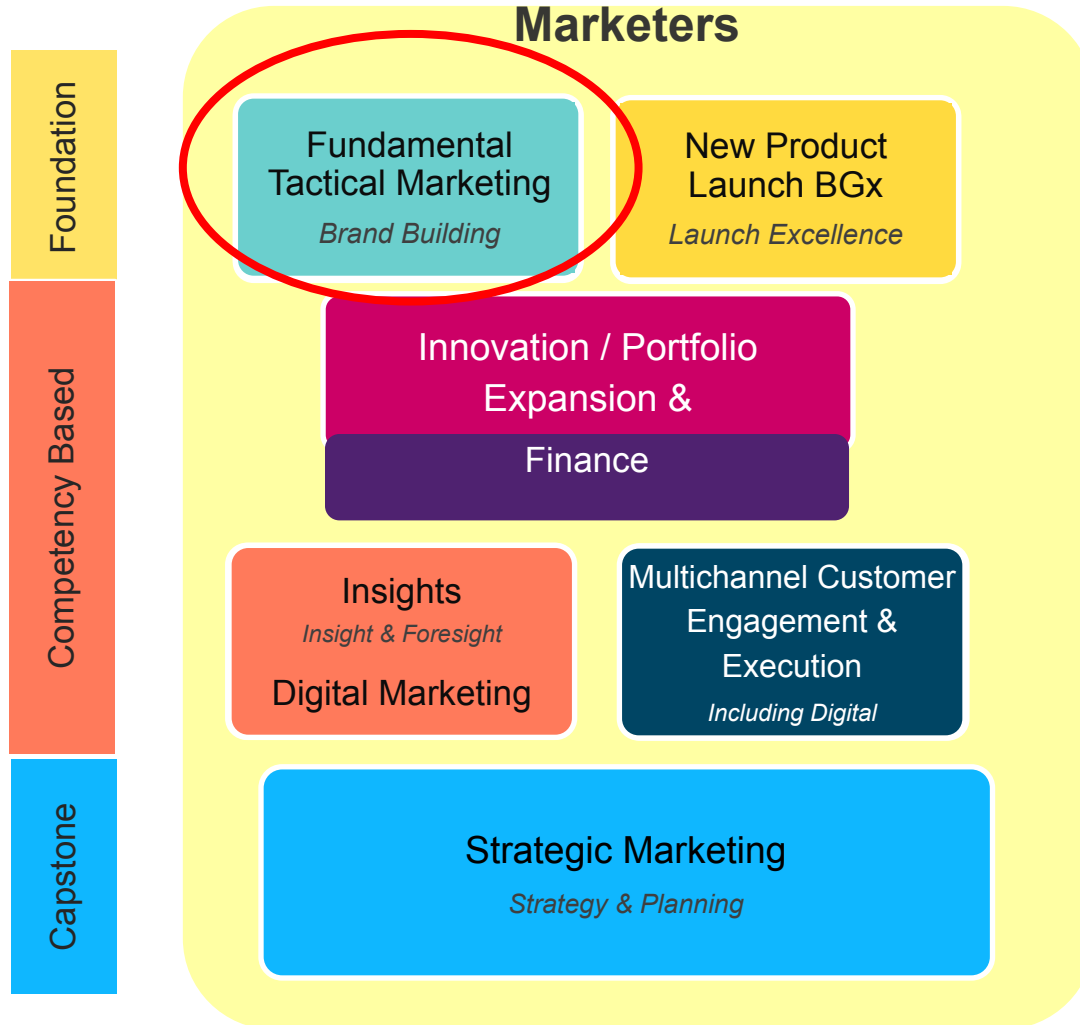


**Abbott**

# Training Focus 2016



# PROPEL 7 / MARKETING ACADEMY



# FUNDAMENTAL TACTICAL MARKETING

## Who Attends

Product Managers

## Course Objectives

- Understand how to build good brand plan: analysis, strategic statement, positioning, choosing an ad campaign, market segmentation, marketing mix optimization, and financials/return on marketing investments for ethical and branded generic products.
- Analysis of market, competitors, market share, stakeholders including Pharmacy, patient flow etc. --- which will all be summarized into a high quality SWOT
- Discussions on both patient centric segmentation and quantitative segmentation from both Health care professional (HCP) and Pharmacy perspectives
- Customized online simulation aligned to Abbott EPD's business model (60% HCP-40% Pharmacy)
- Integration of Key Trade Marketing – 5T's Pharmacy concepts & Patient Centric content
- Learn the technical know-how and effective implementation of these key topics and process to enhance the current version of your EPD Brand Plan.