

# Marketing for Non-Marketers

## Course Overview

The Marketing for Non-Marketers marketing training course is all about giving consideration to consumers' views in the company strategy.

Its purpose is to instill the customer dimension at all levels in the company, and to ensure the customer is satisfied and respected. The goal of marketing is to devise and implement policies, and to adopt good practices that comply with the market. Each service and department must orient its activity toward creating value for customers. This underlying role of marketing implies relations with each entity. These relations can be more or less beneficial, easy or painful, depending on the circumstances.

The purpose of this training course is to allow non-marketers to become familiar with the basics of marketing to help them incorporate this all-important aspect in their daily decisions. This course also sets out to improve relations between the business marketing department and all other departments in the company. Good knowledge of marketing promotes better mutual understanding, improved communication and, as a result, a more fruitful exchange.

## Course Outline

Marketing Foundations in Pharma:

### What is Marketing in Pharma?

- The Meaning of Marketing.
- The company's mission and vision in the industry.
- Marketing vs. Sales: What's the difference?
- Role of marketing across the product lifecycle (pre-launch, launch, mature).
- Internal vs. external customers (HCPs, patients, payers)

### Organizational Strategies and The Marketing & Sales Function.

- Discuss how corporate and business strategy decisions affect the marketing & sales function.

### The Patient–Prescriber–Payer Triangle

- Who influences purchase decisions?
- Stakeholder mapping in pharmaceuticals (MOH, doctors, pharmacists, patients)
- Introduction to market access and pricing dynamics.

### Market Segmentation and Targeting

- What is segmentation in pharma?
- B2B vs. B2C: doctors, institutions, distributors.
- Targeting: strategic resource allocation.

### Product Positioning and Brand Value

- Differentiation in a generic-driven industry
- Messaging: What's allowed and what's not (compliance awareness)
- Key success factors for pharmaceutical brand image

## **Tools, Campaigns & Cross-functional Alignment**

### **Marketing Tools & Planning**

- Overview of a marketing plan
- Situation analysis
- Understanding SWOT, 4Ps, and the pharma-modified 7Ps
- Budgeting, timelines, KPIs

### **Preparing an Integrated Marketing Plan and Program**

- The Marketing Mix is the set of tools (four Ps)
- Product Strategy
- Distributing and Selling
- Managing promotional tools
- Pricing Strategies

### **Digital & CRM in Pharma Marketing**

- Multichannel marketing: reps, e-detailing, email, social, apps
- CRM tools used in medical field force (e.g., Veeva)
- Role of non-marketers in delivering a consistent message

### **Aligning Across Functions**

- How marketing decisions affect other departments
- Ways non-marketers can support product success
- Building bridges between commercial and scientific teams

### **Action programs**

- How can non-marketing business units help in the overall success of the company?
- Understanding and reading the Marketing Plan

### **Training Objectives**

By the end of the course, participants will:

- Understand the fundamentals of pharmaceutical marketing
- Recognize how marketing aligns with their roles
- Be able to contribute to market-driven decisions
- Learn to interpret key marketing tools and data
- Support cross-functional collaboration with the marketing team

### **Who Should Attend:**

- Medical Reps
- Area Managers
- District managers
- Regulatory Staff
- Finance
- HR
- R&D
- Operations Staff who interact with or support the commercial team.

Course Duration: 2 Days from 9:00AM to 4:00PM

**Registration & Payment:**

- Course fees include soft copy of the material, coffee break, light lunch and certificate.
- Payment by cheque in Top Business name, cash to Top Business address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Registration is confirmed only after course payment.
- Payment is non-refundable; however, participant can be substituted or attend next confirmed round of the same course or another course during the same calendar year.
- Payment is non-refundable in the event of a participant no show on the 1st day of the course.

**For More Information**

17, Abdel Wahab Selim Elbeshry St.,  
Sheraton Heliopolis, Cairo - Egypt

T. +2 02 226 871 44 / +2 02 226 871 45

Ext. 440/1

M. +2 010 229 20 433

[training@topbusiness-hr.com](mailto:training@topbusiness-hr.com)

[www.topbusiness-hr.com](http://www.topbusiness-hr.com)