IIHMR UNIVERSITY

Online Certificate Programme

Pharmaceutical Product & Brand Management

Building Brands. Driving Pharmaceutical Growth.



Background

India's pharmaceutical industry is expanding rapidly, with increasing competition across branded generics, chronic therapies, specialty medicines, and biosimilars. As pharmaceutical markets become more competitive, effective product and brand management is critical for translating clinical value into successful brands.

This Online Certificate Programme is designed to develop practical capabilities in pharmaceutical product management, brand strategy, lifecycle planning, market analysis, digital engagement, and regulatory compliance. The programme combines academic frameworks with industry practitioner inputs, case-based learning, and an applied capstone brand plan.

Objectives



- Develop an understanding of the pharmaceutical value chain, marketing environment, and regulatory framework.
- Apply product lifecycle and portfolio-management strategies to pharmaceutical brands.
- Analyse market, competitor, and stakeholder data for effective brand positioning.
- Design compliant digital and omnichannel brand-engagement strategies.
- Develop and defend an integrated pharmaceutical brand plan.

Pedagogy

The programme follows an application-first and industry-oriented learning approach, combining interactive faculty sessions, case-based learning, practitioner masterclasses, group activities, simulations, and workplace-oriented assignments. Participants progressively apply the concepts to pharmaceutical brands and culminate their learning through an integrated capstone brand plan presented to an academic-industry panel.

Course Contents

- Pharmaceutical Industry, Value Chain & Regulatory Environment
- Product Management, New Product Development & Distribution
- Product Lifecycle & Portfolio Management
- Brand Strategy, Identity, Positioning & Repositioning
- Market & Competitor Analysis
- Branding Architecture & Brand-Building
- Digital & Omnichannel Brand Engagement
- Integrated Brand Plan Development & Capstone Project

Programme Duration

Duration: 3 Months (12 Weeks)

Learning Hours:

- 24 Hours Online Instructor-led Sessions
- 24 Hours Guided Self-learning

Credits: 3 Credits

Mode: Live Online (Faculty-led sessions with hands-on practical learning)

Programme Highlights

- Pharmaceutical Product & Brand Management
- Product Lifecycle & Portfolio Management
- Brand Strategy, Positioning & Repositioning
- Market & Competitor Analysis
- Digital & Omnichannel Brand Engagement
- Regulatory & Promotional Compliance
- Industry Practitioner Masterclasses
- Case Studies & Applied Learning
- Integrated Capstone Brand Plan

Who Should Attend?

- Product Executives & Associate Brand Managers
- Brand & Marketing Managers
- Pharmaceutical Sales & Marketing Professionals
- Medical Affairs & Market Access Professionals
- MBA, B.Pharm & M.Pharm Graduates
- Professionals in Biotechnology, Medical Devices & Diagnostics
- Professionals seeking careers in Pharmaceutical Brand Management

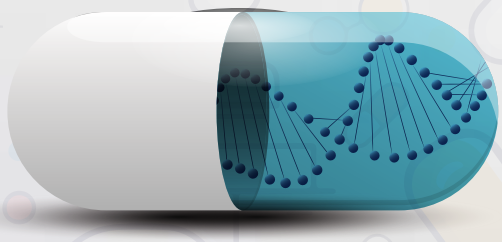
Eligibility

Graduate in any discipline.
Healthcare, hospital management, public health, IT, or management experience is desirable. No prior programming knowledge is required.

Registration

For programme schedule, fee details, and registration, please contact:

Office of Online Certificate Programmes (OCP)
IIHMR University
1, Prabhu Dayal Marg, Sanganer Airport
Jaipur – 302029, Rajasthan, India
Mobile: +91 9116006536 | Tel: +91-141-3924700
Email: Onlinecertificate@iihmr.edu.in



Assessment

Participants will be evaluated through:

- Assignments and Class Exercises
- Group Activities and Presentations
- Case Study Analysis
- Internal Assessment / Audit Exercises
- Accreditation Project
- End-Term Examination

Programme fee

The programme fee for Indian participants is Rs. 30,000 plus GST (18% as applicable), and for international participants it is USD 315 plus GST (18% as applicable).

Discounts on Fee

Early Bird Discount: Nominations received with payment before four weeks of the commencement of the programme will be entitled to a 10% early bird discount.

Group Discount: Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.

Maximum Discount: Organizations can avail themselves of both discounts, subject to a maximum discount of 20%.

Certificate

Participants successfully completing the programme and fulfilling the attendance and assessment requirements will receive a Certificate of Completion from IIHMR University, Jaipur.

Programme Coordinator



Dr. Sudhinder Singh Chowhan
Professor
IIHMR University, Jaipur



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