



Principles of **Pharmaceutical Marketing Research**

Fulfilling the core marketing research educational needs of individuals and companies in the pharmaceutical, biotech, and medical device industries worldwide

Presented by



The University of Georgia



REGISTER NOW!

Call +1-706-542-3537

www.georgiacenter.uga.edu/mrpharma

The Online Learning Modules

The *Principles of Pharmaceutical Marketing Research* is an online certificate course with an eleven module structure that provides a marketing research education from beginning to end. The course has a global perspective and is updated regularly to reflect the latest concepts in pharmaceutical research.

Pharmaceutical case studies are woven into the *Principles of Pharmaceutical Marketing Research* course to provide real world examples. Written by leading pharmaceutical marketing research professionals, each case describes the background of the business issue, study objectives, methods employed, interpretation, conclusions and research learning “take-aways.” The cases address many areas including:

- New Drug Classes — Attitude/Trial/Usage
- Inferring Bipolar and Schizophrenic Cases by Hospital
- Research Management and Ethical & Legal Constraints in the Pharmaceutical Industry
- International Research — Understanding Attitudes toward Cervical Cancer Vaccination
- A Pharmaceutical Data Analysis Case Study

Course Modules

1 Marketing and Its Interface with Marketing Research

Research’s interrelationship with management and business decision-making

2 Introduction to Marketing Research and Planning the Research Process

Formulating research to fit all biotech and pharmaceutical needs — pre-clinical stage, product introduction, post-launch, etc.

3 Research Design

Designing research to address pharmaceutical and biotech business issues and research needs

4 Sampling

Developing appropriate sampling designs for the pharmaceutical and biotech industries

5 Data Collection Methods

Pros and cons of various data collection techniques in the global pharmaceutical and biotech industries

6 Measurement Approaches

Developing the most effective survey instrument to address specific research objectives

7 Understanding Data Analysis

(formula memorization not required)

Learn basic univariate research practices needed for developing and conducting data analysis

8 Advanced Data Analysis

(formula memorization not required)

Learn advanced multivariate techniques and data analysis (multiple regression, cluster analysis, factor analysis, etc.)

9 Communicating Research Results

Developing attention-getting reports and presentations

10 Global Marketing Research

Best practices for dealing with the nuances of conducting research in multiple countries and among different cultures

11 Trends in Marketing Research

Learn about new trends and evolving research skills that will impact the future of biotech and pharmaceutical research

What Graduates Say

"I took the **Principles of Pharmaceutical Marketing Research** to advance my career. I chose this particular course because it was provided by a prestigious university, in partnership with highly respected marketing research organizations. The monitored exams add credibility to the course. The **Principles of Pharmaceutical Marketing Research** course helped me understand the big picture of marketing research and the tools and approaches to use for specific research problems in the pharmaceutical industry."

— Anonymous, research analyst from a global pharmaceutical company (Switzerland)

"I hold a degree in chemistry and formerly worked as a hospital sales representative in the pharmaceutical industry. I came to marketing research as a lateral entrant and started working on a freelance basis. I decided to take the **Principles of Pharmaceutical Marketing Research** course to learn the basics of marketing research, to be able to speak to [my research] colleagues at their level, and, of course, to get ahead. The most important benefit for me was the feeling of having achieved a solid foundation in marketing research. Holding a certificate from the University of Georgia for the successful completion of a program certified by organizations like ESOMAR is also very important in terms of professional advancement. Above all, I gained an overview of the topics and tasks related to pharmaceutical marketing research. As a native German speaker, it also was important to learn all relevant technical terms in English, which — by the way — also improved my English a lot! My company really appreciated my completion of this program as it has such a good reputation. I earn more money and my tasks have become more interesting and challenging by far. I am now considered a real marketing researcher."

— Marcus Schleiffelder, PSYMA International Medical Marketing Research GmbH (Germany)



Course Benefits...

- **Get Ahead:** A compelling online self-study format which enhances the pharmaceutical research knowledge of busy working professionals
- **Expand Your Knowledge:** Interactive online curriculum, written by leading academic and applied marketing research professionals from around the world, combined with two university-level textbooks
- **Bolster Your Credentials:** Earn 22 continuing education credits (CEUs) and a *Certificate of Program Completion* from the University of Georgia — a premier U.S. educational institute and recognized global leader in continuing education
- **Study With the Best:** A University of Georgia program which is endorsed by major industry associations and corporations in the pharmaceutical industry worldwide
- **Fits Into Your Busy Schedule:** Dynamic online program which can be studied whenever and wherever you are
- **Get Connected:** Active and varied student support mechanisms, such as coach-mentors, discussion bulletin boards, progress monitoring tools and self assessments

Frequently Asked Questions

Who should take the course?

Anyone interested in strengthening their skills in marketing research will benefit from the ***Principles of Pharmaceutical Marketing Research*** course. Experienced practitioners will find it an invaluable continuing education resource, while marketing/product managers and others who interact with the marketing research function can develop a solid foundation in the discipline.

Why should I complete the course?

As a graduate of the course, you will be recognized by employers, industry associations, and peer groups as having in-depth knowledge of pharmaceutical marketing research concepts and practices.

How long does it take to complete the course?

It all depends on how much time you can devote to study. You are given a full year to complete the course after registration, but some students graduate in fewer than six months. Most graduates report spending about four hours per week over the course of a year.

Is this online course more difficult to take than a typical “classroom” course?

Not at all. The University of Georgia is a world leader in designing and delivering distance learning. In addition to having your own assigned online mentor to answer questions, the ***Principles of Pharmaceutical Marketing Research*** course incorporates the latest in online technology and methods to facilitate your learning experience.

My organization is considering enrolling multiple students in the program. How does this work?

Group enrollment agreements are available for organizations registering multiple students within a 12-month period (see group pricing information on Page 7 of this brochure). In the group-learning environment, coworkers and associates often collaborate, enhancing the overall experience and return on training investment for the organization. We can also provide guidelines for group study and share the experiences of our most successful companies.

How is this course different from a general principles of marketing research course?

We reached out to marketing research leaders specifically in the pharmaceutical industry to help us customize this course for you. As a result, each module builds upon the textbook material by showing how its content relates to your industry. The course gives industry-relevant “how-to” examples and 14 industry-specific case studies illustrating how to apply course material to everyday pharmaceutical marketing research problems.

Invest in Your Future

“I benefited from the ***Principles of Pharmaceutical Marketing Research*** in the following ways: (1) **pride** in holding a certificate supported by the most important organizations in the industry worldwide; (2) **confidence that I now possess the core knowledge**; (3) the **confidence of my employer**: I know my trustworthiness has increased in the minds of my management. Every time I received an e-mail notifying me of my exam results, I received congratulations from my employer.

The program is consistent. The recommended book (by Malhotra) is like a bible. It is the same book that is recommended by the Marketing Research and Intelligence Association (MRIA) in Canada for training that leads to the Certified Marketing Research Professional designation. I have enrolled as a member of the MRIA and I am planning to become certified as a full marketing research professional.”

— *Alexis Noel Kamdjou, Sanofi-Aventis AFC (Cameroon)*

Amplify the Impact of the *Principles of Pharmaceutical Marketing Research* in Your Organization Through Group Study

Even the most motivated of self-directed learners can find themselves distracted by other demands. A practical and workable solution to the natural human tendency to procrastinate is the creation of a social support network.

Consider a *Principles of Pharmaceutical Marketing Research* group study format. A modest investment in time and planning can pay big dividends; your learners will complete the course faster, score better on exams, and understand how the concepts and skills they've learned apply to your organization's goals and culture.

Benefits of Group Study

- Groups are self-managed
- Enrollees more readily connect course material to your workplace
- Higher graduation rates
- Faster group completion

A Graduate Says...

"The *Principles* course was online, convenient, and cost-effective. I could work at my own pace. It helped that some important associations in the marketing research field backed the course. The course provided me with an excellent overview of the marketing research field. This course has provided me with a launch pad to enter the pharmaceutical industry after training for, and working in, a totally different industry."

— Sheryl Hawkes,
Lucidity Research LLC (USA)



A Great Value

Group enrollment agreements are available for organizations registering multiple students within a 12-month period, based on the size of the group.

PRINCIPLES OF PHARMACEUTICAL MARKETING RESEARCH	
	Per Person
Individual	
Non-Member Rate	\$1,189
Member Rate *	\$ 999
Group Enrollment	
10 – 24 participants	\$ 979
25 – 49 participants	\$ 959
50 – 99 participants	\$ 929
100 or more participants	\$ 899

* A \$190 discount per participant is granted to organizations with current members in any of our supporting associations (PBIRG, PMRG, ARF, AMA, CASRO, ESOMAR, MRA, MRIA, WIN/GIA) and to attendees of IIR MRE within 12 months of enrollment.

Prices are listed per person in US funds and are subject to change.

To inquire further about group enrollments for your organization, contact **Pamela Bracken** at +1-706-542-3537 or www.georgiacenter.uga.edu/mrpharma.



A Great Career Without a Great Education Is Only a Dream!

Principles of Pharmaceutical Marketing Research

For more information, contact Pamela Bracken at
Principles of Pharmaceutical Marketing Research
The University of Georgia
Athens, Georgia 30602-3603, USA

Phone +1-706-542-3537 outside USA or
800-811-6640 inside USA
Fax: +1-706-583-0180
questions@georgiacenter.uga.edu

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The University of Georgia is committed to principles of equal opportunity and affirmative action.
Program details subject to change.

Founding Organizations

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