Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

An Introduction to Life Cycle Management

This course begins with a baseline description of life cycle management and its importance. It reviews various life cycle management strategies implemented to achieve success throughout a drug's life cycle, including combination products, branded generics, and OTC conversions. This course also reviews the most common life cycle planning challenges and suggests potential solutions for addressing them.

Learning Objectives

After completing this e-course, participants will be able to:

- Articulate the meaning of life cycle management
- Identify the three main areas of life cycle management
  - "Win" in existing markets
  - Extend the product life cycle
  - Increase revenue after patent expiration
- Outline the life cycle management strategies and their respective advantages and disadvantages
- Describe life cycle management program development
- Understand the potential challenges with life cycle management implementation
- Develop approaches to address potential challenges

Course Outline

- Description of life cycle management
- The importance of life cycle management
- Types of life cycle management opportunities
- What is involved in developing an effective life cycle management program

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Launch Fundamentals

This course explains the importance of a robust plan to manage a product launch. It describes differences between the global and local launch processes and how they fit together. It covers the steps necessary to develop the launch process, create the launch plan, and manage the launch process, as well as effective remedies to the main challenges that can arise during a launch. This course highlights launch plan variants, including similarities to and differences from the standard process.

Learning Objectives

After completing this e-course, participants will be able to:

- Clearly articulate the importance of a successful product launch
- Explain how the strategic plan is the foundation of the launch
- Understand how local launch teams work with global or regional launch teams
- Identify the typical functional-area subteams within a launch team and their areas of focus, including key initiatives for which they are responsible
- Identify typical challenges that launch teams face and describe ways to overcome them
- Understand launch planning for different scenarios and how the process can be modified to reflect those differences

Course Outline

- The importance of an effective product launch
- The strategic plan as foundation for the launch plan
- Global launch planning and best practices
- The launch planning process
- Launch plan execution
- Key challenges affecting launch success
- Distinctive types of product launches

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

New Product Commercialization

This course discusses the benefits of early commercialization planning and provides overviews of the functional areas involved. It reviews phases I, II, and III and outlines the key questions, major milestones, deliverables to be completed, and the go/no-go decisions that need to be made during those stages. Finally, this course describes the main challenges that can arise, as well as potential scenarios that can affect planning.

Learning Objectives

After completing this e-course, participants will be able to:

- Clearly articulate the importance of early commercialization planning
- Identify the key activities and major milestones that need to be reached at each phase of development
- Identify the typical functional areas within a product team and how their roles evolve as the asset progresses through each phase of development
- Identify the appropriate time points to transition responsibilities to other teams
- Identify typical challenges that new product planning teams face and describe ways to overcome them
- Understand the different scenarios associated with new product commercialization and the impact they may have on planning

Course Outline

- Introduction of commercialization planning
- Phase I—Key questions, major milestones, and go/no-go decisions
- Phase II—Key questions, major milestones, and go/no-go decisions
- Phase III—Key questions, major milestones, and go/no-go decisions
- Key challenges, best practices, and alternative scenarios

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Fundamentals of Pharmaceutical Marketing

This course provides an overview of marketing activities and players within a typical pharmaceutical company. It defines why marketing is needed and what marketers do, as well as how they interact with other internal and external stakeholders to achieve their goals. This course also discusses how marketers create promotional materials for various segments and the regulatory rules that must be followed, along with how marketers ultimately measure their success.

Learning Objectives

After completing this e-course, participants will be able to:

- Understand the role of and need for marketing within a pharmaceutical company
- Explain the types of marketing positions and their responsibilities
- Describe the brand team's responsibilities and deliverables
- Identify both internal and external players with whom marketing personnel interact
- Articulate how and when these interactions occur
- Understand how marketers get their promotional materials to customers
- Demonstrate awareness of regulatory guidelines marketers must adhere to

Course Outline

- The work of Marketing
  - Key marketing tasks
  - Marketing timeline across the product life cycle
- Roles within and related to Marketing
  - The Marketing Department
  - Marketing's internal and external partners
  Key activities and deliverables related to strategic planning
  - Components of the brand plan
  - The bran planning process
- Key activities and deliverables related to tactical execution
  - Promotion to healthcare professionals
  - Promotion to consumers and patients
  - Developing promotional materials
  - Forecast, budget, and financial goals
- Measuring success
  - Quantitative measures
  - Qualitative measures

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Treatment Flow Modeling

This course explains the purpose and use of treatment flow modeling in a typical pharmaceutical company. It conveys the importance of treatment flow modeling and walks through its components. The course explains the high-level steps to developing a treatment flow model and outlines information a brand team can leverage during that process. It describes key research—both quantitative and qualitative—as well as the complexities and best practices of design. The course also covers the various applications of treatment flow models.

Learning Objectives

After completing this e-course, participants will be able to:

- Understand the purpose of a treatment flow model
- Identify when a treatment flow model is used
- Recognize the steps to develop and design a treatment flow model
- Describe how an effective treatment flow model can be leveraged and applied

Course Outline

- Components of a treatment flow model
  - Definition of a TFM
  - Six components of a TFM
- Steps for Building a Treatment Flow Model
  - Defining parameters
  - Identifying key questions
  - Obtaining existing information
  - Developing hypotheses
  - Determining market research requirements
  - Conducting market research
  - Building a validated TFM
- Uses of a treatment flow model

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Market Segmentation

This course offers a description of segmentation, including what it is, who is segmented, when it is done, and why it is important. This course describes the different types of segmentation and how they are performed. It discusses the many uses of segmentation and provides examples. Finally, best practices are described and discussed.

Learning Objectives

After completing this e-course, participants will be able to:

- Describe segmentation: What, who, when, importance
- Explain the types of segmentation
- Provide examples of segmentation types
- Identify various uses of segmentation
- Demonstrate awareness of best practices for market segmentation

Course Outline

- Description and importance of segmentation
  - What is segmentation?
  - Who is segmented?
  - When is segmentation done?
  - Why is segmentation important?
- Types of segmentation (secondary/primary)
  - Secondary data segmentation
  - Advanced segmentation
  - Primary quantification of behavioral and attitudinal segmentation
- How the types of segmentation are performed and when
- Uses for segmentation
- Best practices

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Brand Planning

This course explains the purpose of brand planning within pharmaceutical companies and provides an overview of best practices. From the perspective of a brand team, this course covers the timing and importance of the brand planning process. It outlines and reviews the importance of the key brand plan components, including brand vision, situation analysis, strategic and tactical plans, forecasting, and life cycle management. Finally, this course discusses the relationship of the brand plan to life cycle management, as well as the importance of brand plan alignment.

Learning Objectives

After completing this e-course, participants will be able to:

- Understand how an effective, easy-to-read and easy-to-understand brand plan is created
- Understand the components of a brand plan and why each is important

Course Outline

- Description and purpose of brand planning
- Overview of brand planning best practices
- Components of a brand plan and their purpose
    - Executive summary
    - Situation analysis
    - Strategic plan
    - Tactical plan
    - Financial analysis
- Life cycle management
- Brand plan alignment

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Market Research Methods and Applications

This course highlights the value of conducting different types of primary and secondary market research. It describes best practices in the development of a market research plan and explains the key components of an effective RFP. This course identifies important considerations for developing market research. It also covers how research objectives and methodologies evolve along a pharmaceutical product's life cycle.

Learning Objectives

After completing this e-course, participants will be able to:

- Understand the value and importance of market research
- Define secondary and primary research and their respective benefits and drawbacks
- Identify different primary research methodologies and target participants
- Describe best practices in developing a market research plan
- Understand the key components of a request for proposal
- Explain key considerations for developing research tools
- Recognize the different types of research needed as a product progresses through its life cycle

Course Outline

- Types of market research
- Market research best practices
- Market research and the product life cycle

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Project Management for Marketers

This course begins with a brief introduction to project management. It overviews the role of project management in various functions of a typical pharmaceutical company. It also highlights the role of a project manager within the marketing function and conveys the benefits and components of effective project management. This course will provide your team with insight on the unique challenges of managing marketing projects and help them to develop skills and behaviors that enable project management success.

Learning Objectives

After completing this e-course, participants will be able to:

- Name the core principles and describe methods of project management
- Explain the importance and benefits of project management for marketers
- Identify when a formal approach to project management is needed
- Demonstrate how project management principles and methods can be applied to marketing projects

Course Outline

- Overview of project management
- Importance of project management within the marketing function
- Execution of project management within the marketing function

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Ad Agency and Vendor Partnerships (Two-Part Course)

Part one of this two-part course outlines the relationship between marketers and external vendors and describes approaches for managing the range of vendors that are commonly employed in the pharmaceutical industry. It highlights the vendor selection process and characterizes the partnership formed between clients and vendors. This course outlines the roles of key vendor partner personnel as well as interactions that take place during the execution of a typical project. The second course uses a case study scenario to convey best practices for managing and measuring vendor performance and to highlight typical challenges and business arrangements for vendor partnerships. It also discusses the pros and cons of using a long-term partner vs. a new vendor.

Learning Objectives

After completing this e-course, participants will be able to:

- Outline the relationship between marketing executives and external vendors
- Describe approaches for optimizing vendor performance
- Describe the typical challenges encountered when managing vendors and ways to address those challenges
- Provide approaches for managing vendor-related expenses
- Offer approaches for working with internal procurement partners

Course Outlines

- An introduction to managing vendor relationships
- Key considerations for determining when to outsource
- Overview of types of agencies and vendors
- Description of key vendor staff members and their roles
- Overview of project workflow management
- Components of effective vendor management
- Managing vendor performance
- Key vendor-related business arrangements

Cornerstone Series™ E-Course Description, Learning Objectives, and Outline

Developing Promotional Materials

This course illustrates the importance of promotional materials used to support marketing initiatives. It outlines the various target audiences for promotional materials and the purpose of those communications. It describes when materials are developed and updated within the stages of the product life cycle and explains the core components required to develop them. This course also describes the roles of marketing, market research, and the ad agency, in addition to key factors in selecting and managing ad agency and vendor partners. Finally, it covers development and review processes, as well as best practices, off-label promotion, and legal considerations.

Learning Objectives

After completing this e-course, participants will be able to:

- Describe the types of promotional materials and their importance
- Identify the various targets of promotional materials and the key messages used
- Explain when in the product life cycle promotional materials are developed and updated
- Recognize core components required for development of effective promotional materials
- Describe the roles of marketing, market research, and the ad agency
- Understand key factors in selecting and managing ad agencies and vendors
- Describe the steps and best practices in the development process
- Discuss legal, medical, and regulatory (LMR) review
- Define off-label promotion

Course Outline

- Promotional materials overview
- Selecting optimal promotional materials according to target audience
- Types of promotional materials
- Development timeline needs
- Types of messaging included
- Key stakeholders and how each contributes
- Project initiation steps
- Development and review processes
- Legal considerations
- Best practices—effective vs. non-effective promotional materials