

Journal of Medical Marketing

FOCUS ON E-LEARNING AS A BRAND MANAGER LEARNING MEDIUM

Masterclass content: Sustaining a Pharmaceutical Brand Over Time

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Today's complex and changing environment makes brand management extremely challenging. Most brand managers tend to learn 'on the job' with companies lacking the commitment to management development seen in their sales force training activities. Despite inevitable patent expiry there are many ways to extend the life of a pharmaceutical brand and therefore extend profitability. E-Learning as a medium has been only largely embraced by compliance departments within the pharmaceutical industry but there could be important advantages accrued in marketing as fast streaming video and audio revolutionizes e-Learning delivery.

This special Masterclass series from the *Journal of Medical Marketing* in collaboration with Pharma Brand Logic will include 4 papers and seeks reader participation in a short e-Learning evaluation. Participants are asked to complete two learning modules and then give structured feedback. The final paper of the series will evaluate *Journal of Medical Marketing* feedback and discuss the utility of this medium for brand manager training.

The journal papers will cover 'Brand domination Vs brand decline', 'Sustaining a brand over time – key drivers of success', 'Strategic Marketing and the role of the Brand Manager' and finally 'E-Learning feedback from readers of the *Journal of Medical Marketing*'.

BE A PART OF THIS E-LEARNING EVALUATION

Two modules are offered for evaluation:

- Module 1 looks at the history of branding, different industry brand models and emotional Vs rational differentiators.
- Module 2 covers the latest neuro-cultural research and brand function hierarchies for pharmaceutical product brands.
- ARB and ED case studies, as well as interactive quizzes and video and audio delivery are used.

Sign up by sending your name, job function, organization and e-mail address to: info@pharmabrandlogic.com

All participants commit to providing short feedback after each module.