

## **CERTIFICATE COURSE IN MEDICAL REPRESENTATIVE**

**Course Code: RMR/JTC02**

### **About Course:**

Our diverse and wide-ranging curriculum provides an ideal blend of generalist knowledge, in-depth specialization and experiential learning. We offer much more than mere lectures. The primary focus of our Certificate programme in Pharma Management is not to penetrate theories and concepts into young minds, but rather to widen the student's perspective. Our curriculum lays formidable foundations by developing theological and analytical skills of our students while ensuring holistic personality development-laying stress on intuitive power and business practice.

### **SALIENT FEATURES:**

- Marketing has evolved from the economics but it has a closer relationships with social and behavioral sciences.
- Marketing is closely associated with streams of science as well humanities and subject lines such as Economics, Law, Psychology, Anthropology, Sociology, Information Technology etc. Marketing heavily depends upon the demographic features of the target market, political environment, philosophy, mathematics, statistics etc.
- The ultimate goal of marketing is to generate profits through the satisfaction of the customer. Marketing is a continuous process: marketing is not an isolated, static process but is a complex, continuous and interrelated process. It involves continuous planning, implementation and control.
- All firms exist because of their business to satisfy the human needs, wants and demands. The ultimate objective of marketing is to find out what the consumer wants and how to fulfill consumer need. This leads to production of the goods and services as per the needs of the customer.
- Marketing starts with consumer and ends with consumer: Marketing is consumer oriented and it is very important to know what the consumer wants.

### **CAREER PROSPECTS:**

- Hospital Pharmacist/Clinical Pharmacist/Community pharmacist
- Employment opportunities in medical stores , whole sale dealers & manufacturing units.
- As an entrepreneur for repacking of drugs & chemicals.
- Sales/Medical representatives.
- Analysts in chemical / drug analysis laboratories.
- Technicians in biochemistry & pathology lab.
- Research/Biotechnological research and development in the private national/multinational firms such as RanBaxy has expanded the sphere of business activity of this field.
- Teaching
- May start their own chemist shops for which pharmacy diploma is a must to obtain the license.

**COURSE DURATION: 1 MONTH**

**FEES: 7,000/-**

**REGISTRATION FEES: 1500/-**

### **COURSE MODULE**

#### **MODULE 1: Management Concepts and organization behavior**

- Management meaning nature and significance; Approaches to management,
- Management by objectives- process, benefits and limitations. Organisation: meaning, nature and importance, principles of organization, different forms of organization structure
- Leadership:- Meaning, style and theories of leadership; Motivation- meaning, importance and theories of motivation, tools of Motivation
- Communication- Concept, importance and process of Communication, types of communication, barriers to communication, developing effective communication.
- Organizational Culture - concept, importance and components of culture. Quality of work life. Organisational Conflict - meaning, features and types of conflict, conflict resolution

#### **Module 2: Pharmaceutical marketing management**

- Marketing, Meaning, concepts, importance and emerging trends; Pharmaceutical market segmentation & targeting.
- Product Decision & pricing

- Pharmaceutical marketing channels & Designing channel,
- Promotion & Strategic marketing planning; Marketing implementation and evaluation.

### **Module 3: Soft skill development**

- Business Communication: Meaning, & Theories Self – Development and Communication; Body Language: meaning, importance and gestures.
- Effective Listening: Principles of effective listening; Factors affecting listening exercise.
- Group Discussion; Mock interviews; Interview skills: Appearing in interviews; Writing resume and letter of application.
- Seminars: Oral presentation, principles of oral presentation, factors affecting presentation.
- Report writing and its contents.
- Modern forms of communication: Fax, E-mail, Video conferencing, etc.

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