#### A Project Work on

#### "Pharmaceuticals Marketing Strategies"

Submitted For

Partial Fulfillment Of The Requirement For The Degree Of

Bachelor of Pharmacy

Session 2022



# DEPARTMENT OF PHARMACY, GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR (C.G)

# Supervised by

Dr. Nishant S. Jain Assistant Professor (M.Pharm, PhD)

#### **Submitted By**

Chandrahas Sahu Roll no-18006009 Enrollment no - GGV/18/6221

Riya Sikder Roll no -18006038 Enrollment no- GGV/18/6307



# DEPARTMENT OF PHARMACY GURU GHASIDAS VISHWAVIDYALAYA. BILASPUR (C.G.)

( A Central University Established by the Central University Act 2009 No. 25 of 2009)

Tel: 07752-260027 (O): 98271-50112 (R), fax; 07752-260148

# FORWARDING CERTIFICATE

This is to certify that Chandrahas Sahu S/O Mr. Ramprasad Sahu & Riya Sikder D/O Mr. Chanchal Kumar Sikder are the student of B.Pharm Final year (8th SEMESTER), in Department of Pharmacy, Guru Ghasidas Vishwavidyalaya Bilaspur have completed their project work on "Pharmaceuticals Marketing Strategies" under guidance of Dr. Nishant S. Jain Assistant Professor, Pharmacology during academic session 2022

We recommended the Project Report to be forwarded to the respective examiner for evaluation purpose.

Forwarded By

Dr. BHARTI AHIRWAR

HOD

HEAD S.L.T. Institute of Pharm, Sciences Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)



# DEPARTMENT OF PHARMACY GURU GHASIDAS VISHWAVIDYALAYA. BILASPUR (C.G.)

(A Central University Established by the Central University Act 2009 No. 25 of 2009)
Tel: 07752-260027 (O): 98271-50112 (R), fax; 07752-260148

### **CERTIFICATE**

This is to certify that Chandrahas Sahu S/O Mr. Ramprasad Sahu & Riya Sikder D/O Mr. Chanchal Kumar Sikder are the student of B.Pharm Final Year (8th SEMESTER) in Department of Pharmacy, Guru Ghasidas Vishwavidyalaya Bilaspur have completed their Project Work on "Pharmaceuticals Marketing Strategies" under my guidance during academic session 2022.

We hereby forward this project

Forwarded By

Dr. Nishant S. Jain Assistant Professor

Dr. Nishant S. Jain
Asstt. Professor (Pharmacology)
Institute of Pharmaceutical Sciences
Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.) INDIA

# **ACKNOWLEDGEMENT**

It is our immense pleasure to present a Project Report on "Pharmaceuticals

Marketing Strategies"

We would like to express our gratitude to our respected guide **Dr. Nishant S.**Jain for their timely guidance, valuable support and encouragement at every step of this project.

We forward our thanks to **Dr. Bharti Ahirwar**, HOD for providing the requisite facilities for completion of the project. Lastly, We would like to thank people who have directly or indirectly helped us in this project.

languly

Chandrahas Sahu

Riya Sikder

B.Pharm 8th Semester (Final Year)

# CONTENTS

s.NO	CHAPTERS	PAGE.NO
1.	Introduction	1-3
2.	General Marketing Strategies	4-5
3.	Decision Area Strategies	6-7
4.	Strategies For Market Leaders	8
5.	Strategies For New & Switched Pharmaceutical Products	9-10
6.	Marketing Strategies & Product Life Cycle	11-13
7.	Marketing Mix Of Pharmaceutical Product	14-19
8.	Advertising & Promotion Strategies	20- 23
9.	Conclusion	24
10.	References	25