

Taming the Mighty Migraine

PB751 - Introduction to Marketing



Introduction Task Resources Process Wrap up Guidelines Evaluation

Introduction



Pfizer has asked Global View marketing to assist them in developing a marketing campaign to help them gain a larger segment of the growing migraine drug market.

Since Pfizer is one of Global View's largest clients, senior management has decided to have all of its design teams work on campaign strategies. Each team has five weeks to conduct their research and develop their proposals. The team that develops the best campaign will pitch their proposal to Pfizer. If Pfizer accepts the proposal the team will be awarded a 6 figure bonus, and rumor has it the winning team leader will be short listed for the open Vice Presidency slot in the International Sales division.

As Murphy would have it, this project is not as straight forward as it appears on the surface. The firm's president has asked your team to do a favor for Dr. McNeil, one of his dearest friends who also



happens to be the president of firm's largest client. Dr. McNeil's daughter, Margaret, who currently works for her father as the product manager for one of Pfizer's migraine drugs, has been offered a project management position in Germany for the launch of a new anti-psychotic drug. The undercurrent within the company is that Margaret would not be holding her position if she were not the president's daughter. In an effort to quell the rumors of nepotism

and questions of Margaret's competence, Dr. McNeil is encouraging Margaret to investigate the viability of this offer. Regardless of the corporate scuttlebutt, Dr. McNeil believes in Margaret's abilities and that the position in Germany may be a perfect opportunity. Accepting the position in Germany has the potential to allow Margaret to demonstrate that she can stand on her own and can strategically place her inline for significant promotions within the industry. If, however, she is ill prepared or does not thoroughly understand the anti-psychotic market in Germany, Margaret risks failing and dead-ending her career.



Margaret would like to be able to make an informed decision about this potential development in her career so Dr. McNeil has asked that your company perform a complete environmental analysis and assessment of the anti-psychotic drug market in Germany. Since most things role down hill, the Senior VP asks the marketing teams to conduct the analysis for Dr. McNeil. Once you've completed the assessment, your team will develop a formal report and PowerPoint to be presented to Margaret and Dr. McNeil at a virtual client meeting in five (5) weeks advising Margaret on whether she should take the position in Germany or be more conservative and stay in the United States. Since Dr. McNeil and Margaret are traveling to meet with clients, you've been asked to videotape your presentation and send a copy of your video and formal report to him in care of your instructor.

Knowing that it would be political suicide not to grant this favor, you and your team agree to complete both projects in the same five week window.

Disclaimer

The story presented in this case study and the characters in it are fictitious. The case is based on data reported in the literature and the media – data that are available for public scrutiny and comment. Every effort has been made to present industry data concisely and accurately.

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The Task



Prepare for the client proposal, report and presentations!

Each of you will be assigned to a marketing team by the instructor. Your team will review the market for anti-migraine medications in the United States, and conduct an environmental analysis and assessment of the German anti-psychotic drug market. There are no right answers but the proposals your team designs must be supported by factual and statistical data. You will use all of the resources at your disposal to design the best strategies possible.

To begin, proceed to the **Resources section** and review the links. It will provide you with tutorials on evaluating Internet resources, background information on Pfizer, a summary of brain disorders, and information on Relpax.

Then move on to the **Process section** where you will find special instructions to help you conduct your research and draft your proposals. You will use the Internet, course resources, and your own imaginations to prepare for the client presentations: four for the

anti-migraine medication in the United States and one for the anti-psychotic market in Germany. We also recommend that you review the [Project Guidelines](#) and [Evaluation sections](#) to familiarize yourself with the instructors expectations.

During the [Environmental Analysis](#) phase your team will review background information on headaches and headache treatments, study the client culture, and gather environmental information. Your team must also remember to research the client culture, environmental information, and historical use/marketing of anti-psychotic medications in Germany. Some of the research conducted during the Environmental Analysis may apply across topics but it is up to your team to decide whether the information is applicable and supports the marketing needs both nationally and internationally.

Next, your team will review the potential market segments for anti-migraine medications and prepare a preliminary [Segmentation Analysis](#).

Your team's [segmentation analysis](#) will then be used to develop a [strategy and positioning](#) statement.

Finally, the teams will develop a tactical launch plan and [formal proposal](#) for the migraine drug, and a findings and observation report of the [anti-psychotic market](#).

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General Resources

The following information on headaches/headache treatments and Pfizer corporate data are provided to help you begin your analysis.

- [American Council for Headache Education](#) - Definitions (off site)
- [Brain Disorders](#) (off site)

Web based resources for Pfizer

- [Pfizer website](#) (off site)
- [Pfizer Migraine Medicines and Products](#) (off site)
- [Relpax website](#) (off site)
- [The Pfizer Journal](#) (off site)

You will discover information from the Internet and from course resources made available to you. Many Internet resources are included throughout this activity. The following general Internet sources are recommended:

- [PubMed National Library of Medicine](#) (off site)
- [Find Articles](#) (off site)

If you are new to conducting research on the Internet, or would like to refine your skills prior to starting this project, please review the following tutorials.

- [Finding Information on the Internet: A Tutorial by UC Berkeley](#) (off site)
- [Tutorial – Guide to Effective Searching of the Internet by Bright Planet](#) (off site)

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The Process

Now that you have a general understanding of the health issues associated with migraines and the client's corporate culture, it is time to start developing a strategy. To accomplish this objective, your team will investigate the global marketplace and prepare material for the client presentation. The strategy will be developed in four phases:

1. **Environmental Analysis,**
2. **Segmentation & Targeting,**
3. **Strategy & Positioning,** and
4. **Marketing Tactics.**

Each week one of the phases will be presented and discussed in the Discussion area of the online classroom. The weekly discussions are also a time to ask questions if you don't understand something.

At each phase of the Process:

- Your team is expected to present their findings, observations, and next steps. Charts, graphs, pictures, and a PowerPoint presentation summarizing your information will be created and posted to the discussion forum for review

and comment.

- Other groups and the instructor may add additional information or ask questions regarding the materials your team presents.



At the end of the fourth week each team will submit a formal report to the instructor detailing their findings, observations, and tactics.

Throughout the five week course your team will also be developing an environmental analysis for the German anti-psychotic drug market. Though there are no specific steps defined during each phase, your team is expected to develop a comprehensive analysis, present findings, and submit a formal report at the end of the fifth week. You are strongly encouraged to work on these deliverables throughout the course.

Each team will use the Internet, text, journals, and interviews to gather information about the U.S. market for anti-migraine medications and the German market for anti-psychotic medications. To facilitate the team process, it is recommended that each team select a Team Leader whose job it will be to keep the project on track, coordinate the division of responsibilities, set timelines, etc. Each group should also select a Recorder to record each site visited and each article or other supporting material gathered. If you select information from a site/article to use in the proposal, please properly annotate the source within the proposal for future reference. (Remember this is a client presentation and all resources may be called into question.) Everyone in the group should take notes about the information found and be prepared to address questions and concerns posed during course discussions.

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Introduction Task Resources Process **Wrap up** Guidelines Evaluation

Project Wrap Up & Proposal Submission

Report on the Migraine Market

The marketing proposal should contain the following sections.

- Title Page
- Table of Contents
- Executive Summary
- Report body
 - Situation Analysis
 - Category/Competitor Definition
 - Category Analysis
 - Holistic Primary Care and Competitive Analysis
 - Customer Analysis
 - Planning Assumptions
 - Category and product sales forecasts

- Objectives
 - Product/brand strategy
 - Short and long term strategies
 - Competition
 - Product/service features
 - Core strategy
 - Supporting marketing program
 - Financial documents
 - Monitors and controls
 - Contingency plans
- Citations

Include charts or graphs in body of document. Make sure all pages in the body are numbered. If needed include an Appendix for larger graphics and other important materials such as a survey, tabulations, etc.

All project files and copy of the PowerPoint presentations should be written to a storage device of some kind (e.g., floppy disk, CD, DVD) and mailed to the instructor.

Advise to Margaret

The following items should be addressed the report to Dr. McNeil and summarized in the PowerPoint presentation.

- **Environment analysis** of the German anti-psychotic drug market
- Macroeconomic outlook for the pharmaceutical industry in Germany
- Project manager opportunities in Germany

Videotape the presentation and send the video, an electronic copy of the PowerPoint presentation and your final report to the instructor by no later than midnight Wednesday.

If you do not have access to video equipment, please make arrangements with the instructor to give the presentation in person.

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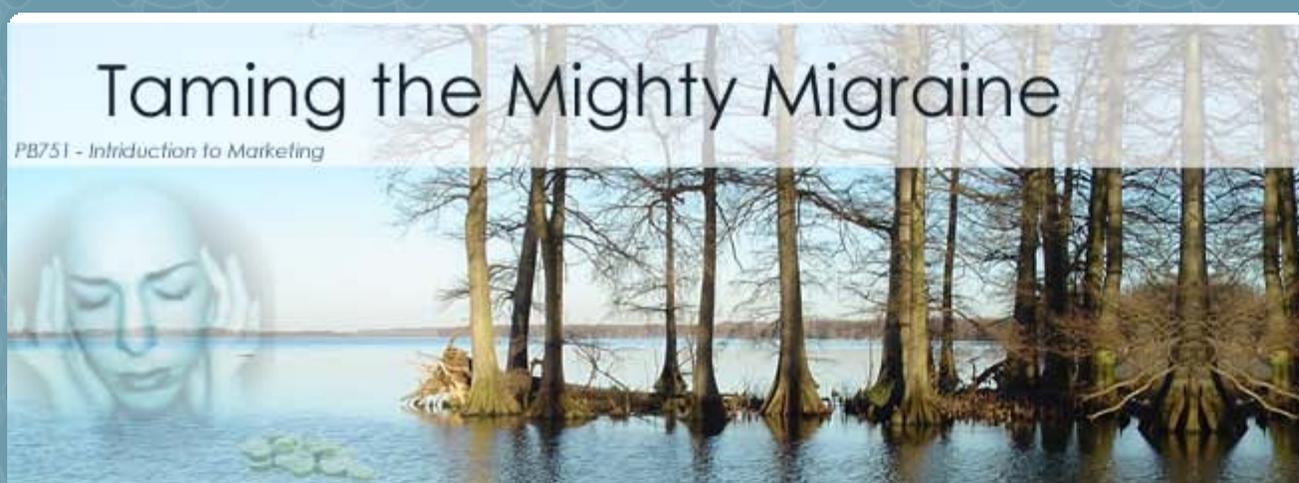
Project Guidelines

- The information provided in a marketing proposal should be based on research collected AND NOT on one's own perceptions, guesstimates or other unsupported statements. The only exception to this may be within the SWOT analysis; however, even most of this should be supported with some evidence.
- If you are unable to find certain information you should make this known so the person reading the report would know of this potential limitation of the market study. Obviously you need to collect good research so you do not end up having too many of these statements.
- It is generally a good idea to define important terms and concepts when you first introduce them. This will benefit those reading the report who may not possess knowledge in this area. Alternatively, you can create a glossary or definition section in the appendix area of the report.
- Make note of any limitations of secondary research (research you obtained from other sources) that you used. Unless there are very significant limitations you can generally include this as an endnote.
- Remember to reference all resources utilizing **MLA format**

(off site) .

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Evaluation

Please note that your grade will be the result of your performance in the following areas.

- Weekly team/client presentations: Environmental analysis, segmentation and targeting, strategy and positioning, and marketing tactics (30%). [View assessment criteria details.](#)
 - Expresses an understanding of the competitive nature of the pharmaceutical environment
 - Understands and clearly states the position of the company being studied
 - Clarity and organization of the presentations
 - Use of appropriate visual aids
- Anti-migraine medication report (30%). [View assessment criteria details.](#)
 - Expresses an understanding of the global anti-migraine market
 - Clearly states research findings and observations

- Address all defined **report sections**
- Writing, clarity, and organization
- All sources of information properly cited
- Report on German anti-psychotic drug market (15%). **View assessment criteria details.**
 - Expresses an understanding of the **German anti-psychotic market**
 - Clearly states research findings and projections
 - Makes an informed recommendation to Dr. McNeill
 - Writing, clarity, and organization
 - All sources of information properly cited
- Presentation to Dr. McNeil (15%). **View assessment criteria details.**
 - Understands and clearly states the current **German environmental variables.**
 - Give clear and concise advice to Dr. McNeil regarding Margaret's career options.
 - Clarity and organization of the presentations
 - Use of appropriate visual aids
- Peer assessment (10%). **View and/or print peer assessment form.**
 - This form is used to rate the degree to which each member of your team fulfilled his/her responsibilities in completing the team assignments.
 - Each of you should complete a form for each member of your team.
 - Send the completed forms to the Instructor the last night of the course.

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Introduction Process **Environmental** Segmentation Strategy Tactics Guidelines

Evaluation

Phase 1 - Environmental Analysis

Your first assignment is to prepare an Environmental Analysis including S.W.O.T.s (Strengths, Weaknesses, Opportunities, Threats) for both the anti-migraine project and anti-psychotic drugs in Germany. Strengths/Weaknesses should cover the Internal Environment, that is, the situation within the company itself. Opportunities/Threats should focus on the External Environment. The Environmental Analysis should also consider:

- The demographic environment
- The economic environment
- The socio-cultural environment
- The political-legal environment
- The technological environment
- The competitive environment

Step 1

Review the following lecture materials - we recommend that you review the Power Point files if you are accessing these materials over a dial-up connection or cannot play sound on your computer. If you

are accessing the site over a high speed connection and have speakers or a headset attached to your computer you may want to view the flash movies.

- The Marketing Process –view [Flash movie](#) (19:48 mins), [PowerPoint](#) (10 slides), or [html](#) presentation (10 pages)
- Marketing & Strategic Planning –view [Flash movie](#) (15:20mins) , or [PowerPoint](#) (17 slides)
- The Marketing Environment – view [Flash movie](#) (12:35 mins), or [PowerPoint](#) (11 slides)

Review the text based materials

- Barron’s Marketing text, chapters 1-5

Step2

Conduct your research and discuss findings and presentation approach with your team. You may use any sources available to you (books, journals, internet, etc.). Do not forget the [research librarians!](#) They can be a big help if you are having difficulty finding information.

The following URLs have been provided to help you get started with this activity. In order to complete the environmental analysis you will need to find additional resources.

Migraine Market

- [Medline Plus](#) (off site)
- [American Council for Headache Education](#) (off site)
- [National Headache Foundation](#) (off site)
- www.phrma.org/newmedicines/newmedsdb/drugs.cfm (off site)
- [Clinical Trials: Migraine and Cluster Headaches](#) (off site)
- [National Center for Health Statistics](#) (off site)
- [IMS reference for Pfizer](#) (69 page PDF file)
- [Pharmaceutical Preparation Manufacturing Economic Census](#) (49 page PDF document)

German Antipsychotic Market

- [IMS reference for the German antipsychotic market](#) (40 page PDF file)

Step 3

Develop presentation materials that summarize your environmental analysis of the migraine market. The PowerPoint presentation should be created for delivery to the Senior Vice President of Marketing and to the other design teams.

Start drafting the your marketing proposal. Then if time allows start developing your strategy for assessing the German antipsychotic market.

If you have any questions on how to complete these activities call or email your instructor.

Step 4

Post your presentation to the Week 1 discussion area by midnight Wednesday. At least 2-3 times during the week logon to the course site and review and comment on the postings of the other teams.

The Senior Vice President (your instructor) will also be posting comments and questions regarding your presentation, so make sure that you review and address these questions in a timely fashion.

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Introduction Process Environmental **Segmentation** Strategy Tactics Guidelines

Evaluation

Phase 2 - Segmentation & Targeting

Now your team needs to review the potential market segments for the launch of a new anti-migraine drug in the United States.

To complete this activity prepare a preliminary segmentation analysis of both the consumer and provider markets. Your segmentation analysis should include recommendations for additional market research needed to quantify segment potentials.

Step 1

Review the following lecture materials

- Segmentation, Targeting & Positioning - view **flash movie** (06:11 minutes), or **PowerPoint** (28 slides) version
- Segmentation Analysis - view **flash movie** (08:05 minutes), or **PowerPoint** (24 slides) version
- Product Growth Strategies & Life Cycle Marketing - view **flash movie** (03:04 minutes), or **PowerPoint** (14 slides)
- Product Design - view **flash movie** (02:29 minutes), or **PowerPoint** (10 slides) version

Then review the text based materials

- Barron's Marketing text, chapters 9 – 11

Step 2

Conduct your research and discuss findings and presentation approach with your team. The following URLs have been provided to help you get started with this activity.

- [Caring for the women with migraine headaches](#) (off site)
- [Management of the acute migraine headache – Practical Therapeutics](#) (off site)
- World Health Organization (WHO) [Issues Landmark Migraine Disease and Headache Disorder Report](#) (off site)

Step 3

Develop presentation materials that summarize your segmentation analysis of both the consumer and provider markets. The PowerPoint presentation should be created for delivery to the Senior Vice President of Marketing and to the other design teams.

Also start developing the second section of your marketing proposal, and continue working on the German anti-psychotic drug market assessment.

If you have any questions on how to complete these activities call or email your instructor.

Step 4

Post your presentation to the Week 2 discussion area by midnight Wednesday. At least 2-3 times during the week logon to the course site and review and where appropriate comment on the postings of the other teams. The Senior Vice President (your instructor) will also be posting comments and questions regarding your presentation, so make sure that you review and address the all questions in a timely fashion.

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Introduction Process Environmental Segmentation **Strategy** Tactics Guidelines

Evaluation

Phase 3 - Strategy & Positioning

Your team should now prepare the launch campaign for the new anti-migraine drug. The product is a nasal formulation of Pfizer's Relpax. Develop a strategy and a position statement for one or more target market segments identified in Phase 2.

Step 1

Review the following lecture materials

- **Consumer Behavior & DTC Promotion** - PowerPoint presentation (14 slides)
- **Organizational Marketing & Managed Care** - PowerPoint presentation (13 slides)
- **The Buyer's Decision-Making Process** - PowerPoint presentation (9 slides)
- **Direct to Consumer Promotion** - PowerPoint presentation (9 slides)
- **Forecasting** - PowerPoint presentation (30 slides)

Review the text based materials

Barron's Marketing text, chapters 12- 14

Step 2

Conduct your research and discuss findings and presentation approach with your team. The following URLs have been provided to help you get started with this activity.

- [New Study Confirms Long-Term Safety and Tolerability of ZOMIG® Nasal Spray for Treatment of Migraine](#) (off site)
- [Pharma Marketing Network](#) (off site)
- [RxME Pharmaceutical Marketing Executives](#) (off site)

Step 3

Develop presentation materials that summarize your strategy and position statement. The PowerPoint presentation should be created for delivery to the Senior Vice President of Marketing and to the other design teams.

Continue to work on your marketing proposal, and the German anti-psychotic drug market assessment.

If you have any questions on how to complete these activities call or email your instructor.

Step 4

Post your presentation to the Week 3 discussion area by midnight Wednesday. At least 2-3 times during the week logon to the course site to review and where appropriate comment on new postings.

The Senior Vice President (your instructor) will also be posting comments and questions regarding your presentation, so make sure that you review and address them in a timely fashion.

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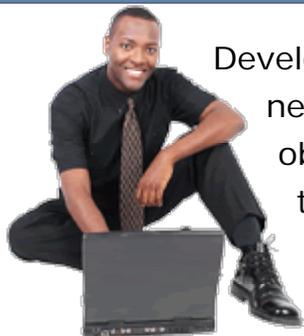
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Introduction Process Environmental Segmentation Strategy **Tactics** Guidelines

Evaluation

Phase 4 - Marketing Tactics



Develop a preliminary tactical plan for the launch of the new anti-migraine drug. Outline the communications objectives for each selected market segment. List the tactical elements and proposed media that will be used to meet these objectives.

Step 1

Review the following lecture materials

- **Promotion Planning** - PowerPoint presentation (17 slides)
- **Sales Force Promotion** - PowerPoint presentation (14 slides)
- **Pricing** - PowerPoint presentation (15 slides)
- **Special Issues in Pharmaceutical Marketing** - PowerPoint presentation (12 slides)

Review the text based materials

- Barron's Marketing text, chapters 15 – 18

Step 2

Plan your campaign and discuss marketing tactics.

- You may want to search pharmaceutical company websites to see what they've done in this area
- [Visit Medical Marketing & Media](#) (off site)
- When developing your budget you may want to make phone calls to your local pharmacist to discuss your proposal and what it might cost

Step 3

Develop presentation materials that summarize your suggested tactics, and finalize the proposal. Post your presentation to the Week 4 discussion area by midnight Wednesday. Your instructor will also be posting comments and questions regarding your presentation, so make sure that you review and address them in a timely fashion.

Next, write all project files and PowerPoint presentations to a storage device of some kind (e.g., floppy disk, CD, DVD) and mail to the instructor.

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**PB751 - Intro to
Marketing**

1. The Marketing Process
2. Marketing Definition
3. Needs, Demands, Exchange
4. Markets, Dynamics, Ethics
5. Marketing Mix
6. Exchange Functions
7. Physical

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The Marketing Process

"Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, services, organizations and events to create and maintain relationships that satisfy individual and organizational objectives."

Marketing Concepts

Marketing Concepts

Marketing Mix

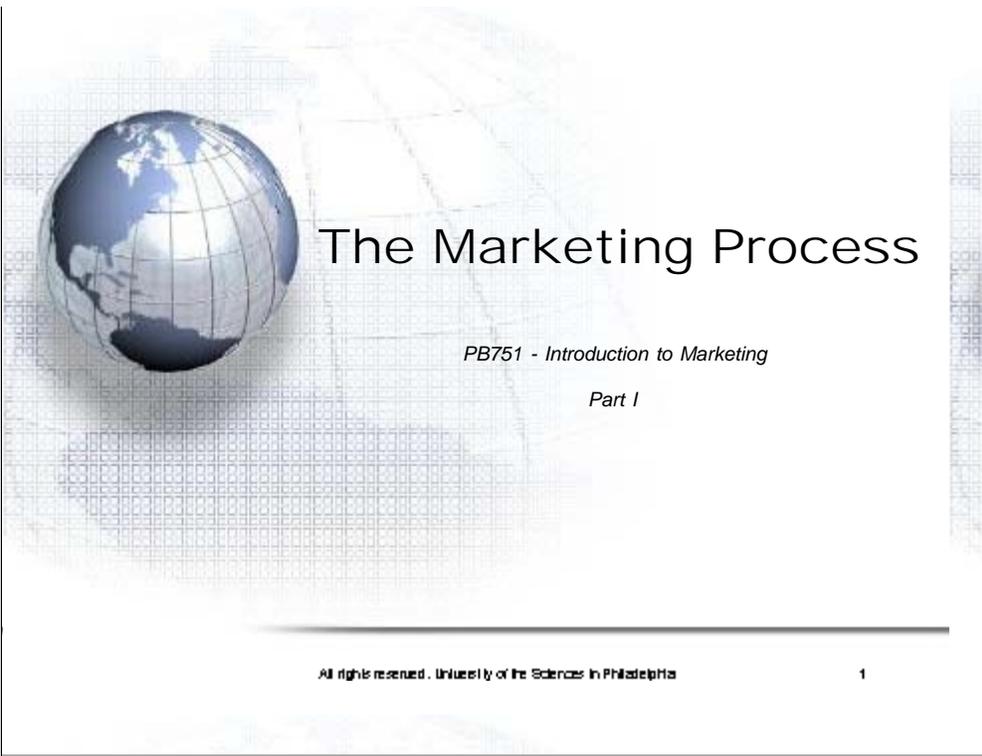
Basic Marketing Functions

Basic Marketing Functions

Basic Marketing Functions

The Evolution of Marketing

The Evolution of Marketing





The Marketing Process

Instructors Name

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