



DR. B. C. ROY COLLEGE OF PHARMACY & AHS, DURGAPUR
(NBA Accredited for UG Pharmacy Program)

FOR VIDEO & SUPPLEMENTARY MATERIAL POSTING

[FACULTY: Dr. Ujjwal Sahoo](#)

PROGRAM: 4TH B. PHARM

Course Code: PT810A_US
Course Name: Pharma Marketing Management(Elective)*

Suggested Books for the Course (with links):

Sl. No.	Book Name, Ed., Vol	Authors	Weblink(s)
1.	Marketing Management, Prentice Hall of India, New Delhi	Philip Kotler and Kevin Lane Keller:	
2.	Marketing Strategy- Planning and Implementation, Tata MC GrawHill, New Delhi	Walker, Boyd and Larreche :	
3.	Marketing Management, Vikas Publishing, India	Arun Kumar and N Menakshi:	
4.	Service Marketing, Excell Books, New Delhi	Shanker, Ravi:	
5.	Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications.	Subba Rao Changanti	



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6.			

(add more rows if needed)

Supplementary Materials for Reference and Self Study: *(add more rows if needed)*

Date	Module (as per Lesson Plan)	Topic	Live Recording Link	Power point Presentatio n Link	Supplemen tary Notes / Resources	Remarks, if any
28-04-2021	I	Pharmaceu tical Marketing	https://youtu.be/RNt3ybr6YKE	https://drive.google.com/file/d/1Qp7UBDZ4DuSyuCyr cvE1IPGr0qKjsifQ/view?usp=sharing	https://drive.google.com/file/d/1Qp7UBDZ4DuSyuCyr cvE1IPGr0qKjsifQ/view?usp=sharing	
05-05-2021	I	Pharmaceu tical Marketing	http://www.youtube.com/watch?v=xwoCEGhapOE	https://drive.google.com/file/d/1Qp7UBDZ4DuSyuCyr cvE1IPGr0qKjsifQ/view?usp=sharing	https://drive.google.com/file/d/1Qp7UBDZ4DuSyuCyr cvE1IPGr0qKjsifQ/view?usp=sharing	
06-05-2021	I	Pharmaceu tical Marketing	http://www.youtube.com/watch?v=GbvYWO	https://drive.google.com/file/d/1Qp7UBDZ4DuSyuCyr cvE1IPGr0qKjsifQ/view?usp=sharing	https://drive.google.com/file/d/1Qp7UBDZ4DuSyuCyr cvE1IPGr0qKjsifQ/view?usp=sharing	



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12-05-2021	IV	Pharmaceu tical market research	http://www.youtube.com/watch?v=nxFY-89sang	https://drive.google.com/file/d/1VclvXWmNzZ2caSqye gRZKeAO SW8CRQ3/view?usp=sharing	https://drive.google.com/file/d/1VclvXWmNzZ2caSqye gRZKeAO SW8CRQ3/view?usp=sharing	
13-05-2021	II	Pharmaceu tical market research MIS, PLC	http://www.youtube.com/watch?v=uQ9u1DTZQPs	https://drive.google.com/file/d/1VclvXWmNzZ2caSqye gRZKeAO SW8CRQ3/view?usp=sharing	https://drive.google.com/file/d/1VclvXWmNzZ2caSqye gRZKeAO SW8CRQ3/view?usp=sharing	
02-06-2021	III	Literature, detailing, Recruitmen t, training, evaluation, compensati on to the pharmacist	http://www.youtube.com/watch?v=l8dsxjEsxRE	https://drive.google.com/file/d/1l sxaMygwo gAb6TS-D mRivspAT RLHEkkD/view?usp=sharing	https://drive.google.com/file/d/1l sxaMygwo gAb6TS-D mRivspAT RLHEkkD/view?usp=sharing	
03-06-2021	III	Literature, detailing, Recruitmen t, training, evaluation, compensati on to the	https://youtu.be/Of6_rBzSvI	https://drive.google.com/file/d/1l sxaMygwo gAb6TS-D mRivspAT RLHEkkD/	https://drive.google.com/file/d/1l sxaMygwo gAb6TS-D mRivspAT	



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		pharmacist		view?usp=sharing	RLHEkkD/view?usp=sharing	
09-06-2021	IV	Product decision	http://www.youtube.com/watch?v=jVd6c8X3CVQ	https://drive.google.com/file/d/1HKRoX1L_CG2d_3_2l1Mnl-D6YmW2D--jZ/view?usp=sharing	https://drive.google.com/file/d/1HKRoX1L_CG2d_3_2l1Mnl-D6YmW2D--jZ/view?usp=sharing	
17-06-2021	V	DPCO & NPPA	http://www.youtube.com/watch?v=96ibkwNjEKw	https://drive.google.com/file/d/1te27cywXbhxjWTCNdKlIYTr9MVcOKF0I/view?usp=sharing	https://drive.google.com/file/d/1te27cywXbhxjWTCNdKlIYTr9MVcOKF0I/view?usp=sharing	
		PROMOTION		https://drive.google.com/file/d/1dw8540Tj3aO0uoAUDiOrjy9U2xkhqyO/view?usp=sharing	https://drive.google.com/file/d/1dw8540Tj3aO0uoAUDiOrjy9U2xkhqyO/view?usp=sharing	



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