



Introduction to International Pharmaceutical Market Research

Introduction to Pharmaceutical Market Research enables delegates to understand the basic principles and best international practices of pharmaceutical market research. It aims to help learners to develop an understanding of:

Pharmaceutical Market Research (MR) and its uses

Defining Secondary and Primary Research

Different primary methodologies

The scope of MR and its role in the product lifecycle

The role of MR and its clients

The role of MR in business decisions

The fundamental elements within research practice

Using research findings to make a difference

The role and mission of EphMRA in International Pharmaceutical Market Research

Further training opportunities from EphMRA

Target Audience

The target audience for this basic course is those who have joined an international pharmaceutical market research department or agency within the last 12 to 18 months.

Learning Outcomes

The Role of Market Research

- The Pharmaceutical Industry - Understanding in detail the process of drug development and testing, and the role that market research plays within the world of pharmaceuticals
 - How is a drug developed?
 - How are drugs tested and regulated?
 - How are clinical trials carried out?
 - What is the role of market research in the industry?

- The Product Lifecycle - looks at the lifecycle of a drug, as a product, and the market research that might take place at each stage of the product lifecycle.
 - What is the product development lifecycle?
 - Where does market research fit into the lifecycle?
- Commissioning Market Research - the process of commissioning market research, from the initial question or request, through to how pharmaceutical companies select and work with agencies
 - Why do market research?
 - When should we undertake market research?
 - How do we clarify the objectives
 - What planning needs to be done?
 - How is an agency selected?
 - What process does a market research project follow?
 - How do other people perceive market research

Secondary Research

- Overview of Secondary Research - what role should Secondary Research play in a market research project, from helping to define the problem, to clarifying the research objectives and establishing information gaps.
 - What is Secondary Research?
 - How do we use Secondary Research?
 - When can we use Secondary Research?
 - How helpful is Secondary Research?
 - What are the common pitfalls?
- The Sources - a review of secondary data sources that are available to market researchers and how that data can be classified and categorised.
 - How is secondary data categorised?
 - What are the main sources of secondary data?
 - What does audit data look like?
 - What is audit data useful for?
 - What is non-audit data useful for?

Primary Research

This section looks at different primary research opportunities and aims to help you to distinguish and differentiate between the role and character of qualitative and quantitative methodology in order to maximise the application and value of any research you undertake.

- Qualitative
 - What is qualitative research?
 - Where can we use qualitative research?
 - What are the main methods?

- How are samples chosen and interviewed?
 - How do we analyse qualitative learnings?
 - What can go wrong?
- Quantitative
 - What is quantitative research?
 - Where is quantitative research used?
 - How do we collect quantitative data?
 - How is sample size derived?
 - How is a quantitative study undertaken?
 - How do we analyse quantitative research data?
 - What can go wrong?
 - What other techniques are commonly used?

EphMRA and your career

This module looks at EphMRA and their work to develop and improve standards and techniques for market research in the field of health and healthcare. It also contains details of the courses and publications EphMRA offer to help you progress your market research career within the industry.

- The EphMRA Board
- Associate Members
- Role of EphMRA Committee
- EphMRA's role in training, members meetings, annual conference and publications