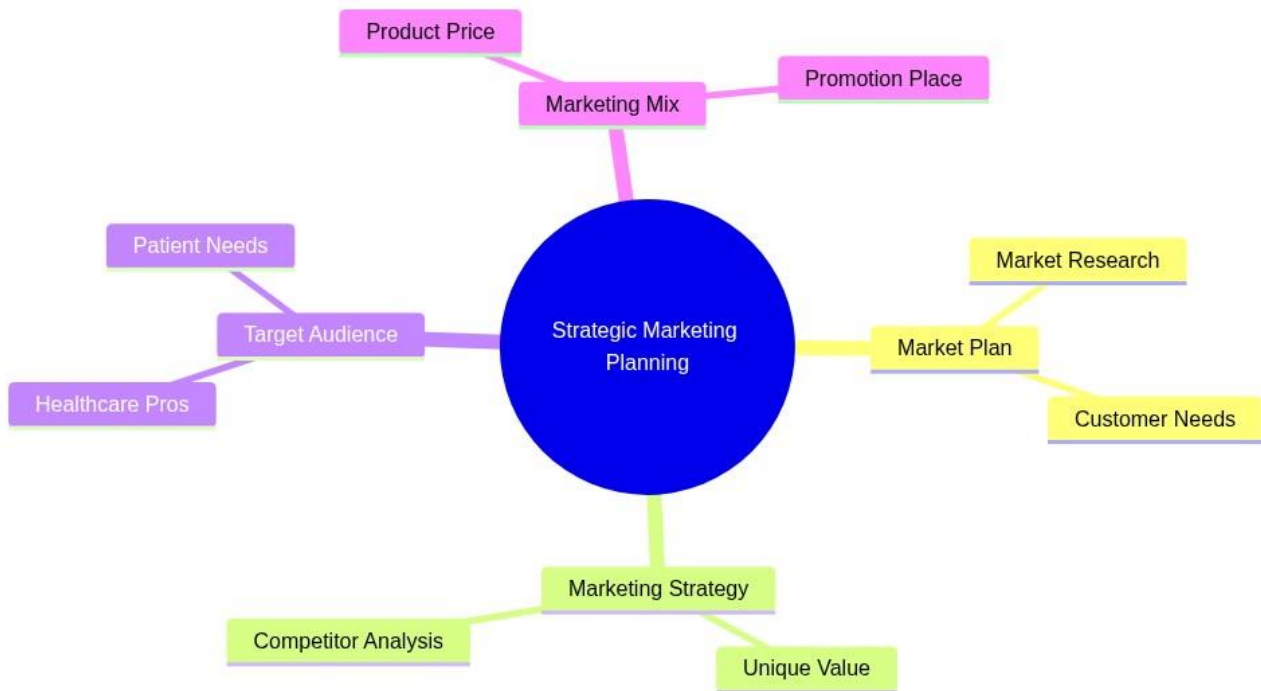


Professional Certificate in Pharmaceutical Marketing

Strategic Marketing Planning



mindmap

root((Strategic Marketing Planning))

Market Plan

Market Research

Customer Needs

Marketing Strategy

Unique Value

Competitor Analysis

Target Audience

Healthcare Pros

Patient Needs

Marketing Mix

Product Price

Promotion Place