Universidad de Navarra

Marketing (MIDI)
Guía docente 2026-27

PRESENTATION

This module concerns the monitoring of medicines once they are on the market. Various marketing techniques are studied, delivered by professionals from the pharmaceutical sector, aimed at providing a general overview of the marketing strategies used in the pharmaceutical industry.

The objective is to inform students about the current state of the pharmaceutical market, as well as the opportunities and outlooks for advertising and information relating to medicines in both the national and global markets.

Room: 10, Science Library Building

- **Título**: Marketing
- **Módule and subject area:** Module III: Innovation and Management in the Pharmaceutical Industry
- **ECTS**: 1 ECTS
- **Year, semester**: 2nd Semester
- **Type**: Compulsory
- **Module Leader**: Katherine Rice
- **Lecturers:** Katherine Rice (Cinfa Laboratories)
- **Language**: English
- **Subject Area**: Business Strategy
- **Timetable**: **SEE CALENDAR**
- **Room**: 10, Science Library Building

LEARNING OUTCOMES (Competencies)

CB7. That students can apply the knowledge acquired and their problem-solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.

CB9. That students can communicate their conclusions—and the knowledge and ultimate reasons supporting them—to both specialised and non-specialised audiences in a clear and unambiguous manner.

CG2. To work as part of multidisciplinary teams and collaborate with other professionals in the field.

CE7. To be familiar with personnel management and leadership techniques, as well as business development strategies, enabling them to lead activities in pharmaceutical companies, research projects or research groups.

RESULTADOS DE APRENDIZAJE (Competencias)

CB7. Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

CB9. Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

CG2. Trabajar formando parte de equipos multidisciplinares y colaborar con otros profesionales del área.

CE7. Conocer las técnicas de gestión y dirección de personas, así como de desarrollo de negocio, que les permitan liderar actividades en empresas farmacéuticas, proyectos de investigación o grupos de investigación.

PROGRAMME

MODULE 1: The role of Marketing in the healthcare sector

What is Marketing? The Marketing Plan. Sales cycles.

The 4 Ps. What are its functions?

Marketing department structure and roles

Interaction with other departments of the company.

What a Brand Manager Does: Strategy to Execution

MODULE 2: Advertising Campaign – B2C

The importance of brand coding.

The advertising development process: consumer insights, qualitative and quantitative research, brand/product positioning, production and post-production processes, and budget management.

Media strategy

Output: Team project

MODULE 3: Communication Strategy – B2B

CRM

Salesforce

Strategy and launch of a new product

Pricing and offer strategies

Media strategy

Output: Team project

MODULE 4: Innovation

How to define your audience.

Innovation case studies from different markets.

Innovation applied to OTC medicines—real-world cases. Switch cases.

Output: Team project

MODULE 5: Branding and Packaging

What do we mean by branding. The process of developing a new brand.

The process of developing new packaging. How to define good packaging.

Real-world examples.

Output: Team project

MODULE 6: Market Research & Market Data

An overview of the wide range of research techniques available. When to apply each of them within the marketing environment.

Consumer funnel

Market data; sources, analysis and conclusions.

Detect new market trends and business opportunities

Output: Team project

MODULE 7: Advertising legislation – HCPs and consumers

Current regional legislation for medicines targeted at HCPs & consumers and other healthcare solutions

DTC – USA & NZ

MODULE 8: The opportunities that AI represent in Marketing

Audience Targeting & Personalisation

Insights & Decision Support

Creative and Content Generation

Campaign Performance & Optimisation

Challenges and Ethical Considerations

Future Opportunities

LEARNING ACTIVITIES

The teaching methodology of the course is based on teamwork, with a briefing prior to the sessions in which each team must prepare a project—each group with a different objective.

There is also a practical session involving a visit to CINFA Laboratories.

Learning activities (1 ECTS x 25 = 25 hours)

• Theoretical in-person classes (14 hours – 0.56 ECTS):

• Each day will feature a session delivered by a specialist in a different area, in the form of a lecture using PowerPoint presentations, video screenings, promotional, materials, etc.

• Practical in-person class (4 hours – 0.16 ECTS):

• A guided tour of the CINFA Laboratories facilities and a talk on relationship marketing.

• Independent study (non-contact hours) (7 hours – 0.28 ECTS):

• Individual student study.

ASSESSMENT

ORDINARY

Evaluation of each team's project – Practical case project: 60%

Written summary of the Marketing course – 500 words minimum 20%

Class attendance and active participation (including tasks in class): 20%

RESIT EXAM SESSION (EXTRAORDINARY CALL)

Students who do not pass the course will have to redo the practical case project. To be sent in via email and evaluated by the teacher.

Students who do not pass during the ordinary exam session (minimum score of 5 out of 10) must retake an assessment with the same characteristics as those described for the ordinary session.

Special Needs

Students with special educational needs must contact the Faculty/School's Study Coordination Office in advance to obtain authorization for accommodations (for example, more time for exams). This authorization must be sent by the student to the professor. It is recommended that this be done at the beginning of the semester.

ATTENTION

Please note that any attempt at fraud, copying, plagiarism, or other irregular behavior constitutes a serious infraction, as defined in Title IV "Rules of Academic Discipline for Students" within the System of Rules on Coexistence at the University of Navarra (Rules on Coexistence UNAV).

Universidad de Navarra

CONTACT DETAILS

Katherine Rice (Laboratorios Cinfa): krice@cinfa.com

BIBLIOGRAPHY

All up-to-date and necessary materials for the completion of this course will be provided prior to its start. Students will have access to the presentations via the internal Content section of the ADI platform. Bibliographic sources and relevant websites will be shared throughout the course.

- Biblioteca | Biblioguías| Unika