

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY



Approved by: Pharmacy Council of India, New Delhi &
Affiliated to The Tamilnadu Dr. M.G.R Medical University, Chennai.

Accredited by NAAC "A" Grade and ISO Certified

Ethirmedi, B. Komarapalayam - 638183, Namakkal Dist. Tamilnadu, India.

Website: www.jkkmmrfpharmacy.edu.in / e.mail : principal@jkkmmrfpharmacy.edu.in

Contact No : +919789456750, +919943066944, +919943069944

Dr. N. SENTHILKUMAR, Ph.D.,
Principal

ADD ON COURSE	PHARMACEUTICAL SALES AND MARKETING
DEPARTMENT	PHARMACEUTICS
ACADEMIC YEAR	2023-2024
DATE	18/12/2023 To 22/12/2023
VENUE	SEMINAR HALL

REPORT

No. of students enrolled: 60

No. of students certified: 57

No. of students absent: 3

OBJECTIVE OF THE COURSE


The objective of this value-added Ensure is to describe the concept of pharmaceutical marketing, different pharmaceutical marketing channels, and understand the role of market research.

LEARNING OUTCOMES FROM THE COURSE

- The concept of product management in the pharmaceutical industry.
- Demonstrate the emerging concepts of marketing.
- Understand the various components of promotion of pharmaceutical products.
- Elaborate the role and responsibility of a professional sales representative.
- Identify the roles and responsibilities of pricing authorities in India.


PROGRAMME CO-ORDINATOR




PRINCIPAL
Dr. N.SENTHILKUMAR,
PRINCIPAL,
JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,
ETHIRMEDU, KOMARAPALAYAM - 638 183,
NAMAKKAL DISTRICT, TAMILNADU.

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Dr. N. SENTHILKUMAR, Ph.D.,
Principal

REF.NO:JKKM/PHARM/CEU/REQ/2023/ 002

DATE: 27/11/2023

From

Department of Pharmaceutics,
JKKMMRF'S Annai JKK Sampoorani Ammal College of Pharmacy.
Komarapalayam, Namakkal [Dist.]
Tamil Nadu, PIN: 638183.

To

The Principal,
JKKMMRF'S Annai JKK Sampoorani Ammal College of Pharmacy.
Komarapalayam, Namakkal [Dist.]
Tamil Nadu, PIN: 638183.

Subject: Letter for requesting Permission to Conduct an ADD ON COURSE regarding:

Respected Sir,

We are writing this letter to request permission to conduct an add-on course in the **SEMINAR HALL on 18/12/2023 to 22/12/2023**. We wish to conduct an add-on course regarding the title **Pharmaceutical sales and Marketing**. We request you to kindly permit us to conduct an add-on course program as this would be a great opportunity for Students to learn and that would help a great deal to shape the students.

Looking forward to hearing from you.

Thank you,

Yours sincerely,


Programme co-ordinator



Dr. N.SENTHILKUMAR,
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
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Dr. N. SENTHILKUMAR, Ph.D.,
Principal

DATE: 28/11/2023

CIRCULAR

This is informed to the B.Pharm, M. Pharm & Pharm. D Students that the following value-added course can be conducted by the Department of Pharmaceutics, JKKMMRF'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY, KOMARAPALAYAM and it will be commenced as per the schedule:

COURSE NAME	SCHEDULE	DURATION	VENUE	RESOURCE PERSON
PHARMACEUTICAL SALES AND MARKETING	18/12/2023 To 22/12/2023	30 HOURS	SEMINAR HALL	Dr.E.THILAGAM Mr.K.JAGANATHAN

All the above-mentioned students must enrol and actively participate in the course without fail.

NOTE: Certificates should be issued to all the students after completion of the course and examination.


PROGRAMME CO-ORDINATOR




PRINCIPAL

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DEPARTMENT	PHARMACEUTICS
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SYLLABUS

DATE	HOURS	TOPIC	SUBTOPICS	RESOURCE PERSON
18/12/2023	6 HOURS	PHARMACEUTICAL SALES AND MARKETING	General overview concepts & scope of marketing	Dr.E.THILAGAM
			Industry and competitive analysis	
19/12/2023	6 HOURS		Pharmaceutical market – qualitative & qualitative aspects	Mr.K.JAGANATHAN
			Product decision	
20/12/2023	6 HOURS		New product decision	Dr.E.THILAGAM
			Medical exhibition	
21/12/2023	6 HOURS		Demographic description & market segmentation	Mr.K.JAGANATHAN
			Promotion	Dr.E.THILAGAM
22/12/2023	6 HOURS		Pricing methods and strategies	Mr.K.JAGANATHAN
			Drug price control order	



Dr. N.SENTHILKUMAR,
PRINCIPAL,

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ETHIRMEDU, KOMARAPALAYAM - 638 183,
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RESOURCE PERSON



**Dr. E. Thilagam, M.Pharm, Ph.D.,
Professor**



**Mr. K. Jaganathan, M.Pharm,
Associate Professor**

**VENUE: SEMINAR HALL
DATE: 18/12/2023 To 22/12/2023
TIME : 09.30 AM TO 4.30 PM**

**ORGANIZING COMMITTEE
DEPARTMENT OF
PHARMACEUTICS**

- Dr. B. Senthilkumar
- Mrs. S. Kavibharathi
- Mrs. S. Sangeetha
- Mr. A. Sheik Alisha

SUB TITLE

- General overview concepts
- Industry and competitive analysis
- Pharmaceutical market qualitative aspects
- Product decision
- New product decision
- Medical exhibition
- Demographic description & market segmentation
- Promotion
- Pricing methods and strategies
- Drug price control order



**JKKMMRF'S ANNAI
JKK SAMPOORANI
AMMAL COLLEGE OF
PHARMACY
KOMARAPALAYAM**

**DEPARTMENT OF
PHARMACEUTICS**

**TOPIC
PHARMACEUTICAL
SALES AND
MARKETING**



Dr. N. Senthilkumar,

**PRINCIPAL
J.K.K.M. INSTITUTIONS
ANNAI J.K.K. SAMPOORANI AMMAL
CHARITABLE TRUST
KOMARAPALAYAM - 638 183,
TAMILNADU.**

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RESOURCE PERSON PROFILE



Name : Dr. E. Thilagam, M.Pharm,Ph.D.,
Designation : Professor
Department : Department of Pharmacognosy
Organization : JKKMMRF'S Annai JKK Sampoorani Ammal college of Pharmacy, Komarapalayam.
Phone Number : 9789456750
Email Id : thilagampharma@gmail.com
Qualification : M.Pharm, Ph.D.,



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RESOURCE PERSON PROFILE



K. Jaganathan

Name : Mr.K.Jaganathan, M.Pharm.,
Designation : Associate Professor
Department : Department of Pharmaceutics
Organization : JKKMMRF'S Annai JKK Sampoorani Ammal college of Pharmacy, Komarapalayam.
Phone Number : 9789456750
Email Id : jaganjkkm2022@gmail.com
Qualification : M.Pharm



Dr. N. Senthilkumar

Dr. N.SENTHILKUMAR,
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LIST OF STUDENTS ENROLLED FOR THE COURSE

S.NO	REG	NAME	COURSE	SIGNATURE
1	380022507505	DELPHIN KINGSY	II PHARM D	<i>Delphin Kingsy</i>
2	380022507506	GIRILIKESH R	II PHARM D	<i>Girilikesh R</i>
3	380022507507	HARIHARAN D	II PHARM D	<i>Harihara D</i>
4	380022507508	HARSINI T	II PHARM D	<i>Harsini T</i>
5	380022507509	INFANT JOE SUBISHA A	II PHARM D	<i>Infant Joe Subisha A</i>
6	380022507510	JAYESH P	II PHARM D	<i>Jayesh P</i>
7	380022507511	JOTHIPRAKASH A	II PHARM D	<i>Jothiprakash A</i>
8	380022507512	KIRTHICK ROSHAN R	II PHARM D	<i>Kirthick Roshan R</i>
9	560021507566	PRAVEEN G	SEM-IV B.PHARM	<i>Praveen G</i>
10	560021507567	PRAVIN G K	SEM-IV B.PHARM	<i>Pravin G K</i>
11	560021507568	PREMKUMAR U	SEM-IV B.PHARM	<i>Premkumar U</i>
12	560021507569	PUGAZENDHI S	SEM-IV B.PHARM	<i>Pugazendhi S</i>
13	560021507570	PURUSOTHAMARAJ S	SEM-IV B.PHARM	<i>Purusothamaraj S</i>
14	560021507571	PUVIYARASU R	SEM-IV B.PHARM	<i>Puviyarasu R</i>
15	560021507572	RAMKUTTI M	SEM-IV B.PHARM	<i>Ramkutti M</i>
16	560021507585	SOWMIKA M	SEM-IV B.PHARM	<i>Sowmika M</i>
17	560021507586	SRIRAM L	SEM-IV B.PHARM	<i>Sriram L</i>
18	560021507587	SUDHARSANA R	SEM-IV B.PHARM	<i>Sudharsana R</i>

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19	560021507588	SURYA PRANESH V R	SEM-IV B.PHARM	Surya
20	560021507589	TAMILSELVAN R	SEM-IV B.PHARM	Tamil
21	560020507552	LINDA DINOLIN B A	SEM-VI B.PHARM	Linda
22	560020507553	LOGESH S	SEM-VI B.PHARM	Logesh
23	560020507554	MANOJ K	SEM-VI B.PHARM	Manoj
24	560020507555	MARIYA BENIT D	SEM-VI B.PHARM	Mariya Benit D
25	560020507556	MATHAN RAJ R	SEM-VI B.PHARM	Mathan Rajan
26	560020507557	MEGAVARSHINI V G	SEM-VI B.PHARM	Megavarshini
27	560020507558	MEIYARASAN K	SEM-VI B.PHARM	Meiyarasan
28	560020507559	MOHAN M	SEM-VI B.PHARM	Mohan
29	560020507560	MUGILARASU S	SEM-VI B.PHARM	Mugilarasu
30	560020507561	NANDHAKUMAR T	SEM-VI B.PHARM	Nandhakumar
31	261123507505	KAVIN V R	SEM-I M.PHARM (PHARMACEUTICS)	Kavin
32	261123507506	KIRUTHIKA K	SEM-I M.PHARM (PHARMACEUTICS)	Kiruthika
33	261123507507	MONISHA J	SEM-I M.PHARM (PHARMACEUTICS)	Monisha
34	261123507508	NANDHINI J	SEM-I M.PHARM (PHARMACEUTICS)	Nandhini
35	261123507509	NIVEDHA S	SEM-I M.PHARM (PHARMACEUTICS)	Nivedha
36	261123507510	PRADEEP S	SEM-I M.PHARM (PHARMACEUTICS)	Pradeep
37	261323507506	KEERTHIKUMAR V	SEM-I M.PHARM (P'CEUTICALANALYSIS)	Keerthi
38	261323507507	MANIKANDAN M	SEM-I M.PHARM (P'CEUTICALANALYSIS)	Manikandan
39	261323507508	NAVEEN KUMAR M	SEM-I M.PHARM (P'CEUTICALANALYSIS)	Naveen
40	261323507509	RAJAMANICKAM P	SEM-I M.PHARM (P'CEUTICALANALYSIS)	Rajamanickam
41	261323507510	VARSHINI K	SEM-I M.PHARM (P'CEUTICALANALYSIS)	Varshini
42	261623507501	BHUVANESHWARI K	SEM-I M.PHARM (PHARMACOLOGY)	Bhuvaneshwari



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Dr. N. SENTHILKUMAR, Ph.D.,
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43	261623507502	BHUVANESWARI S	SEM-I M.PHARM (PHARMACOLOGY)	<i>Bhuvan S</i>
44	261623507503	GOPIKA K	SEM-I M.PHARM (PHARMACOLOGY)	<i>Goika - K.</i>
45	261623507505	GOWTHAM S (SIVAKUMAR)	SEM-I M.PHARM (PHARMACOLOGY)	<i>Gowtham S</i>
46	261122507501	CHANDRU D	SEM-III M.PHARM (PHARMACEUTICS)	<i>Chandru D</i>
47	261122507502	GOWTHAM M	SEM-III M.PHARM (PHARMACEUTICS)	<i>Gowtham M</i>
48	261122507503	KALAIYARASI R	SEM-III M.PHARM (PHARMACEUTICS)	<i>Kalaiyarasi R</i>
49	261122507504	KOTHAI S	SEM-III M.PHARM (PHARMACEUTICS)	<i>Kothai S</i>
50	261122507505	MANI BHARATHI P	SEM-III M.PHARM (PHARMACEUTICS)	<i>Mani B</i>
51	261122507506	MOHAMMED AABITH M	SEM-III M.PHARM (PHARMACEUTICS)	<i>Mohammed A</i>
52	261122507507	MOHANA KANNAN M	SEM-III M.PHARM (PHARMACEUTICS)	<i>Mohana K</i>
53	261122507508	NAVEEN KUMAR M	SEM-III M.PHARM (PHARMACEUTICS)	<i>Naveen K M</i>
54	261122507509	PRASANTH R	SEM-III M.PHARM (PHARMACEUTICS)	<i>Prasanth R.</i>
55	261122507510	VATHENDIRAN S	SEM-III M.PHARM (PHARMACEUTICS)	<i>Vathendiran S</i>
56	261622507503	JAGADHEESHEN R	SEM-III M.PHARM (PHARMACOLOGY)	<i>Jagadheeshen R</i>
57	261622507504	KAVIPRIYA G R	SEM-III M.PHARM (PHARMACOLOGY)	<i>Kavipriya G R</i>
58	261622507505	LANDGE ANIL VIJAY	SEM-III M.PHARM (PHARMACOLOGY)	<i>Landge Anil Vijay</i>
59	261622507506	NAYANA P	SEM-III M.PHARM (PHARMACOLOGY)	<i>Nayana P</i>
60	261622507507	PRASANTH R	SEM-III M.PHARM (PHARMACOLOGY)	<i>Prasanth R.</i>

[Signature]
PROGRAMME CO-ORDINATOR



[Signature]
PRINCIPAL
Dr. N. SENTHILKUMAR,
PRINCIPAL,

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STUDENTS ATTENDANCE

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1	380022507505	DELPHIN KINGSY	II PHARM D	/	/	/	/	/
2	380022507506	GIRILIKESH R	II PHARM D	/	/	/	/	/
3	380022507507	HARIHARAN D	II PHARM D	/	/	/	/	/
4	380022507508	HARSINI T	II PHARM D	/	/	/	/	/
5	380022507509	INFANT JOE SUBISHA A	II PHARM D	/	/	/	/	/
6	380022507510	JAYESH P	II PHARM D	/	/	/	/	/
7	380022507511	JOTHIPRAKASH A	II PHARM D	/	/	/	/	/
8	380022507512	KIRTHICK ROSHAN R	II PHARM D	/	/	A	A	A
9	560021507566	PRAVEEN G	SEM-IV B.PHARM	/	/	/	/	/
10	560021507567	PRAVIN G K	SEM-IV B.PHARM	/	/	/	/	/
11	560021507568	PREMKUMAR U	SEM-IV B.PHARM	/	/	/	/	/
12	560021507569	PUGAZENDHI S	SEM-IV B.PHARM	/	/	/	/	/
13	560021507570	PURUSOTHAMARAJ S	SEM-IV B.PHARM	/	/	/	/	/



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**Dr. N. SENTHILKUMAR, Ph.D.,
Principal**

14	560021507571	PUVIYARASU R	SEM-IV B.PHARM	/	/	/	/	/
15	560021507572	RAMKUTTI M	SEM-IV B.PHARM	/	/	/	/	/
16	560021507585	SOWMIKA M	SEM-IV B.PHARM	/	/	/	/	/
17	560021507586	SRIRAM L	SEM-IV B.PHARM	/	/	/	/	/
18	560021507587	SUDHARSANA R	SEM-IV B.PHARM	/	A	A	A	A
19	560021507588	SURYA PRANESH V R	SEM-IV B.PHARM	/	/	/	/	/
20	560021507589	TAMILSELVAN R	SEM-IV B.PHARM	/	/	/	/	/
21	560020507552	LINDA DINOLIN B A	SEM-VI B.PHARM	/	/	/	/	/
22	560020507553	LOGESH S	SEM-VI B.PHARM	/	/	/	/	/
23	560020507554	MANOJ K	SEM-VI B.PHARM	/	/	/	/	/
24	560020507555	MARIYA BENIT D	SEM-VI B.PHARM	/	/	/	/	/
25	560020507556	MATHAN RAJ R	SEM-VI B.PHARM	/	/	/	/	/
26	560020507557	MEGAVARSHINI V G	SEM-VI B.PHARM	/	/	/	/	/
27	560020507558	MEIYARASAN K	SEM-VI B.PHARM	/	/	/	/	/
28	560020507559	MOHAN M	SEM-VI B.PHARM	/	/	/	/	/
29	560020507560	MUGILARASU S	SEM-VI B.PHARM	/	/	/	/	/
30	560020507561	NANDHAKUMAR T	SEM-VI B.PHARM	/	/	/	/	/
31	261123507505	KAVIN V R	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/
32	261123507506	KIRUTHIKA K	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/
33	261123507507	MONISHA J	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/
34	261123507508	NANDHINI J	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/
35	261123507509	NIVEDHA S	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/
36	261123507510	PRADEEP S	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/
37	261123507500	KEERTHIKUMAR V	SEM-I M.PHARM (P'CEUTICALANALYSIS)	/	/	/	/	/



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38	261323507507	MANIKANDAN M	SEM-I M.PHARM (P'CEUTICALANALYSIS)	/	A	/	A	A
39	261323507508	NAVEEN KUMAR M	SEM-I M.PHARM (P'CEUTICALANALYSIS)	/	/	/	/	/
40	261323507509	RAJAMANICKAM P	SEM-I M.PHARM (P'CEUTICALANALYSIS)	/	/	/	/	/
41	261323507510	VARSHINI K	SEM-I M.PHARM (P'CEUTICALANALYSIS)	/	/	/	/	/
42	261623507501	BHUVANESHWARI K	SEM-I M.PHARM (PHARMACOLOGY)	/	/	/	/	/
43	261623507502	BHUVANESWARI S	SEM-I M.PHARM (PHARMACOLOGY)	/	/	/	/	/
44	261623507503	GOPIKA K	SEM-I M.PHARM (PHARMACOLOGY)	/	/	/	/	/
45	261623507505	GOWTHAM S (SIVAKUMAR)	SEM-I M.PHARM (PHARMACOLOGY)	/	/	/	/	/
46	261122507501	CHANDRU D	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
47	261122507502	GOWTHAM M	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
48	261122507503	KALAIYARASI R	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
49	261122507504	KOTHAI S	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
50	261122507505	MANI BHARATHI P	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
51	261122507506	MOHAMMED AABITH M	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
52	261122507507	MOHANA KANNAN M	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
53	261122507508	NAVEEN KUMAR M	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
54	261122507509	PRASANTH R	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
55	261122507510	VATHENDIRAN S	SEM-III M.PHARM (PHARMACEUTICS)	/	/	/	/	/
56	261622507503	JAGADHEESHEN R	SEM-III M.PHARM (PHARMACOLOGY)	/	/	/	/	/
57	261622507504	KAVIPRIYA G R	SEM-III M.PHARM (PHARMACOLOGY)	/	/	/	/	/
58	261622507505	LANDGE ANIL VIJAY	SEM-III M.PHARM	/	/	/	/	/

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			(PHARMACOLOGY)					
59	261622507506	NAYANA P	SEM-III M.PHARM (PHARMACOLOGY)	/	/	/	/	/
60	261622507507	PRASANTH R	SEM-III M.PHARM (PHARMACOLOGY)	/	/	/	/	/




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ADD ON COURSE – STUDENT ANSWER SHEET

ADD – ON COURSE TITLE	PHARMACEUTICAL SALES AND MARKETING	
NAME OF THE STUDENT	HARSINI . T	
DATE	22/12/2023	
REGISTER NO	380022507508	
COURSE/ YEAR/ SEM	II - PHARM. D	MARKS OBTAINED: 48
SIGNATURE	STUDENT: Harsini. T	STAFF:

DURATION: 01:00 HOUR

MAXIMUM MARKS: 50

EACH QUESTION CARRIES 2 MARKS

- _____ means the market situation? Atmosphere with in which a business enterprise has to be operate.
 - Marketing environment
 - b) Marketing management
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- _____ is the process where by individuals decide what, when, where, how and from whom to purchase goods and services.
 - a) Buying behaviour
 - b) Psychological behaviour
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- Which of the following factors influence in economical consumer behaviour?
 - a) Income
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 - All of the above



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4. Good marketing is no accident, but a result of careful planning and ____
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 - b) Selling
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 - d) Research
5. Marketers often use the them ____ to cover various groupings of customers
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15. In _____ consumers may share a strong need that cannot be satisfied by an existing product.
- a) Negative demand
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20. Which is the primary function of management
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ADD ON COURSE	PHARMACEUTICAL SALES AND MARKETING
DEPARTMENT	PHARMACEUTICS
ACADEMIC YEAR	2023-2024
DATE	18/12/2023 To 22/12/2023
VENUE	SEMINAR HALL

MARK STATEMENT

S.NO	REG.NO	NAME	COURSE	MARKS SCORED	% MARKS
1	380022507505	DELPHIN KINGSY	II PHARM D	42	84
2	380022507506	GIRILIKESH R	II PHARM D	46	92
3	380022507507	HARIHARAN D	II PHARM D	42	84
4	380022507508	HARSINI T	II PHARM D	48	96
5	380022507509	INFANT JOE SUBISHA A	II PHARM D	40	80
6	380022507510	JAYESH P	II PHARM D	42	84
7	380022507511	JOTHIPRAKASH A	II PHARM D	36	72
8	380022507512	KIRTHICK ROSHAN R	II PHARM D	A	A
9	560021507566	PRAVEEN G	SEM-IV B.PHARM	38	76
10	560021507567	PRAVIN G K	SEM-IV B.PHARM	40	80
11	560021507568	PREMKUMAR U	SEM-IV B.PHARM	32	64
12	560021507569	PUGAZENDHI S	SEM-IV B.PHARM	46	92
13	560021507570	PURUSOTHAMARAJ S	SEM-IV B.PHARM	34	68
14	560021507571	PUVIYARASU R	SEM-IV B.PHARM	46	92
15	560021507572	RAMKUTTI M	SEM-IV B.PHARM	42	84
16	560021507585	SOWMIKA M	SEM-IV B.PHARM	48	96
17	560021507586	SRIRAM L	SEM-IV B.PHARM	36	72



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18	560021507587	SUDHARSANA R	SEM-IV B.PHARM	A	A
19	560021507588	SURYA PRANESH V R	SEM-IV B.PHARM	38	76
20	560021507589	TAMILSELVAN R	SEM-IV B.PHARM	44	88
21	560020507552	LINDA DINOLIN B A	SEM-VI B.PHARM	46	92
22	560020507553	LOGESH S	SEM-VI B.PHARM	48	96
23	560020507554	MANOJ K	SEM-VI B.PHARM	36	72
24	560020507555	MARIYA BENT D	SEM-VI B.PHARM	38	76
25	560020507556	MATHAN RAJ R	SEM-VI B.PHARM	40	80
26	560020507557	MEGAVARSHINI V G	SEM-VI B.PHARM	42	84
27	560020507558	MEIYARASAN K	SEM-VI B.PHARM	34	68
28	560020507559	MOHAN M	SEM-VI B.PHARM	32	64
29	560020507560	MUGILARASU S	SEM-VI B.PHARM	38	76
30	560020507561	NANDHAKUMAR T	SEM-VI B.PHARM	36	72
31	261123507505	KAVIN V R	SEM-I M.PHARM (PHARMACEUTICS)	34	68
32	261123507506	KIRUTHIKA K	SEM-I M.PHARM (PHARMACEUTICS)	44	88
33	261123507507	MONISHA J	SEM-I M.PHARM (PHARMACEUTICS)	46	92
34	261123507508	NANDHINI J	SEM-I M.PHARM (PHARMACEUTICS)	48	96
35	261123507509	NIVEDHA S	SEM-I M.PHARM (PHARMACEUTICS)	42	84
36	261123507510	PRADEEP S	SEM-I M.PHARM (PHARMACEUTICS)	46	92
37	261323507506	KEERTHIKUMAR V	SEM-I M.PHARM (P'CEUTICALANALYSIS)	38	76
38	261323507507	MANIKANDAN M	SEM-I M.PHARM (P'CEUTICALANALYSIS)	A	A
39	261323507508	NAVEEN KUMAR M	SEM-I M.PHARM (P'CEUTICALANALYSIS)	32	64
40	261323507509	RAJAMANICKAM P	SEM-I M.PHARM (P'CEUTICALANALYSIS)	40	80
41	261323507510	VARSHINI K	SEM-I M.PHARM (P'CEUTICALANALYSIS)	44	88
42	261623507501	BHUVANESHWARI K	SEM-I M.PHARM (PHARMACOLOGY)	38	76



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43	261623507502	BHUVANESWARI S	SEM-I M.PHARM (PHARMACOLOGY)	44	88
44	261623507503	GOPIKA K	SEM-I M.PHARM (PHARMACOLOGY)	46	92
45	261623507505	GOWTHAM S (SIVAKUMAR)	SEM-I M.PHARM (PHARMACOLOGY)	42	84
46	261122507501	CHANDRU D	SEM-III M.PHARM (PHARMACEUTICS)	46	92
47	261122507502	GOWTHAM M	SEM-III M.PHARM (PHARMACEUTICS)	44	88
48	261122507503	KALAIYARASI R	SEM-III M.PHARM (PHARMACEUTICS)	46	92
49	261122507504	KOTHAI S	SEM-III M.PHARM (PHARMACEUTICS)	48	96
50	261122507505	MANI BHARATHI P	SEM-III M.PHARM (PHARMACEUTICS)	42	84
51	261122507506	MOHAMMED AABITH M	SEM-III M.PHARM (PHARMACEUTICS)	40	80
52	261122507507	MOHANA KANNAN M	SEM-III M.PHARM (PHARMACEUTICS)	48	96
53	261122507508	NAVEEN KUMAR M	SEM-III M.PHARM (PHARMACEUTICS)	40	80
54	261122507509	PRASANTH R	SEM-III M.PHARM (PHARMACEUTICS)	42	84
55	261122507510	VATHENDIRAN S	SEM-III M.PHARM (PHARMACEUTICS)	42	84
56	261622507503	JAGADHEESHEN R	SEM-III M.PHARM (PHARMACOLOGY)	42	84
57	261622507504	KAVIPRIYA G R	SEM-III M.PHARM (PHARMACOLOGY)	46	92
58	261622507505	LANDGE ANIL VIJAY	SEM-III M.PHARM (PHARMACOLOGY)	44	88
59	261622507506	NAYANA P	SEM-III M.PHARM (PHARMACOLOGY)	46	92
60	261622507507	PRASANTH R	SEM-III M.PHARM (PHARMACOLOGY)	42	84



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60- 70% Marks = 06 students

70- 80 % Marks =10 students

More than 80% Marks = 41 students

Outcome attainment Rubrics:

Attainment level 1- If students getting 60-70% of marks

Attainment level 2- If students getting 70- 80% of marks

Attainment level 3- If students getting more than 80 % of marks

Attainment level:

Since, 41 students scored more than 80% of marks


PROGRAMME CO-ORDINATOR


PRINCIPAL

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STUDENT FEEDBACK ANALYSIS



JKKMMRF'S ANNAI JKK SAMPOORANI
AMMAL COLLEGE OF PHARMACY. KOMARAPALAYAM,
DEPARTMENT OF PHAMACEUTICS



STUDENT FEEDBACK FORM

NAME OF STUDENT: Sri ram. L

REGISTRATION NO: 560021507586

COURSE: B. Pharm

YEAR & SEMESTER: II year - IV - sem

SEMINAR TOPIC: Pharmaceutical
sales & marketing

DATE & TIME: 22/12/2023

1. Over all, how satisfied were you with this seminar?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

2. How clear were the idea and concepts we presented?

- Extremely clear
- Very clear
- Moderately clear
- Not very clear
- Not at all clear



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3. What percentage of the information was new to you?

- 100%
- 75%
- 50%
- 25%
- 0%

4. How informative did you find our seminar?

- Extremely informative
- Very informative
- Moderately informative
- Not very informative
- Not informative all

5. Were there any technical issues that prevented you from seeing or hearing the seminar?

- Yes
- No

6. Would you like to learn more about this topic?

- Yes
- No

7. Rate the content of the slides/ virtual aid?

- Extremely clear
- Very clear
- Moderately clear
- Not very clear
- Not at all clear

8. How accurate was the session description?

- Extremely clear
- Very clear
- Moderately clear
- Not very clear
- Not at all clear



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9. How did the session compare to your expectations?


- Excellent
- Good
- Fair
- Poor
- Not at all clear

10. How would you rate the content of the seminar?

- 1
- 2
- 3
- 4
- 5

L. Sriyam
STUDENT NAME & SIGNATURE




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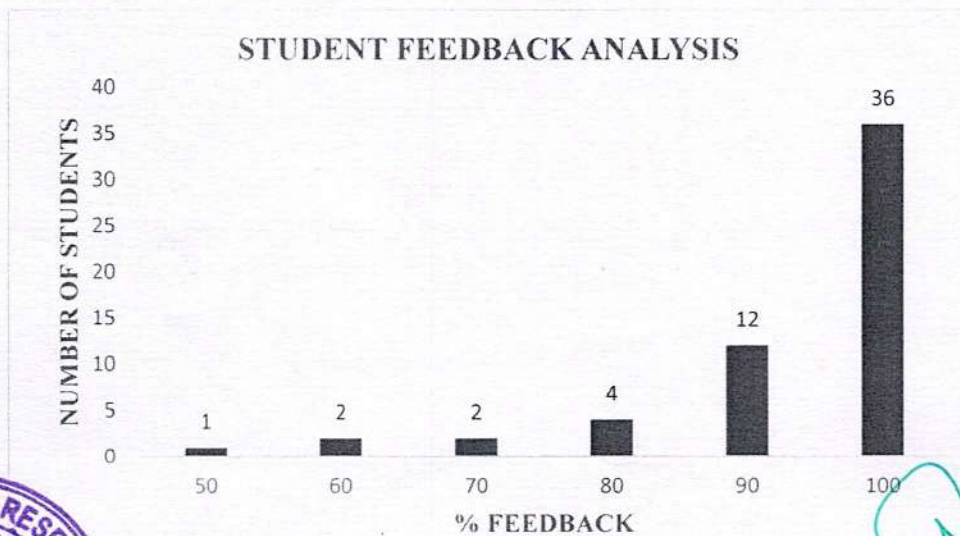
Date: 22/12/2023

REPORT SUMMARY

Academic year	2023-2024
Add-on course title	Pharmaceutical sales and Marketing
Date	18/12/2023 To 22/12/2023
Duration of the Course	30 HOURS
Total participants Enrolled	60
Successfully Completed	57
Type of Assessment	Multiple Choice of Questions (MCQ'S)
Course Outcome	The concept of product management in the pharmaceutical industry, various components of promotion of pharmaceutical products and to elaborate the role and responsibility of professional sales representatives.
Outcome Attainment	41 students scored more than 80% of marks

Feedback Question Analysis Question Asked-Feedback Rating

1.Satisfaction	6.Like to learn more about this topic
2.Clarity	7.Rate the content of the slides/virtual aid
3. Percentage of the information was new	8.Accuracy of the sessions
4. Informative	9.Session expectations
5. Technical issues	10.Rate the content of the seminar



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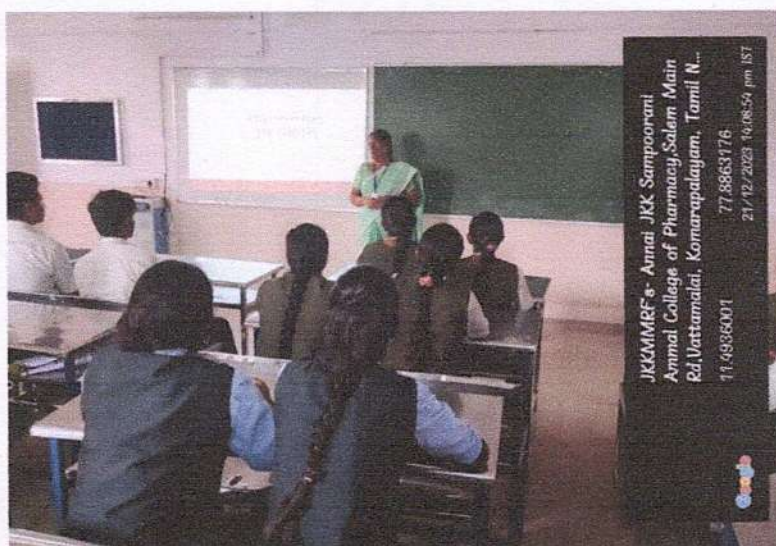
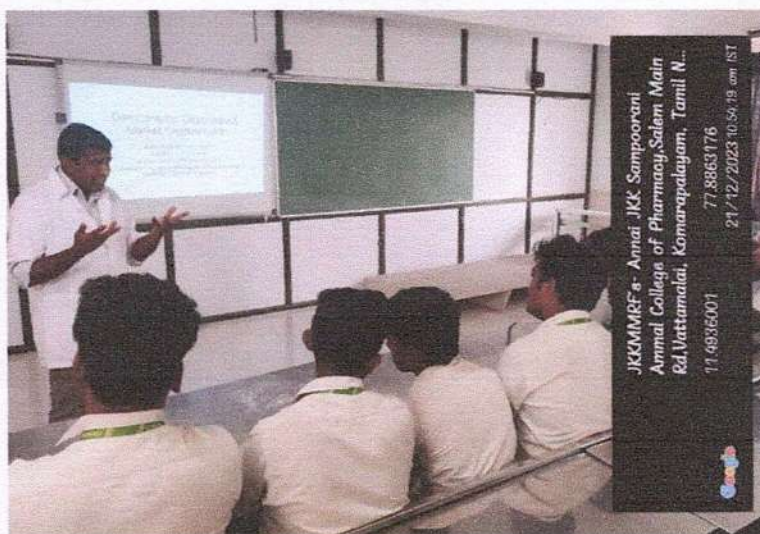
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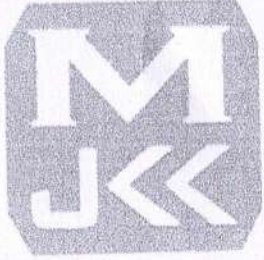
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PHOTOGRAPH



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VALUE ADDED COURSE**

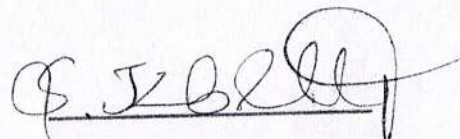


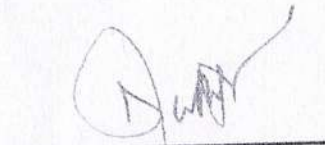
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certificate of participant

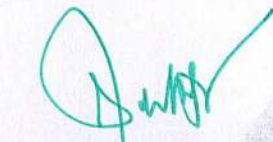
SOWMIKA.M

**HAS APPRECIATED FOR HIS / HER PARTICIPATION IN VALUE ADDED COURSE ON
PHARMACEUTICAL SALES AND MARKETING 18/12/2023 TO 22/12/2023**


COORDINATOR


CONVENOR




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