

# JOIN THE GMU SHORT COURSE IN PHARMACEUTICAL SALES AND MARKETING



- To have in-depth knowledge of customer perspectives, and sales strategies of hospitals
- To take advantage of the various job opportunities in Pharmaceutical sales and Marketing
- To gain insight into customer perspectives in making sales decisions

Unlimited career opportunities exist within the health sector and the pharmaceutical industry for trained Pharmaceutical sales and marketing professionals

Practicing medical and health professionals can gain an understanding of the nuances of sales and marketing so that they can make sound sales decisions

Be the best in your chosen profession by taking this opportunity to learn from qualified teachers in the field For detailed course information check

[www.gmu.ac.ae](http://www.gmu.ac.ae) or call

Ms Sherly our academic coordinator on **067431333**

#### **Snapshot of the course:**

This course covers a wide range of essential topics such as:

- Terminology required for effective professional practice
- Promotion of pharmaceutical products with reference to:
  - The general principle of Pharmacology and drugs acting on different body systems
  - Classification of drugs according to :
    - their therapeutic action on body systems, and current clinical use
  - Global and regional needs of pharmaceutical industry for enhancing sales
  - Relevant sales and marketing concepts
  - Formulating evidence based marketing strategies
  - Ethical and regulatory aspects
  - Communication skills

**Classes are scheduled in the evenings and weekends keeping in mind your convenience!**

**Enhance your career! Join today! Limited seats.**

**This is a unique and rare opportunity to get a qualification from a leading medical university in the region.**

**Center for Continuing Education and Community Outreach**



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THUMBAY

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**GULF MEDICAL UNIVERSITY**  
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