



# Certified Pharmaceutical Marketing Professional - CPMP

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## Designed for

- Medical Representatives
- Product specialists
- Recently hired Product Managers

**Accredited by CPD United Kingdom**

# What Will Your Learning Journey Look Like?

We believe in more than just knowledge; we focus on **transformation**.

## **LEARN** (8 Online Interactive Live Sessions)

Build a solid foundation in pharmaceutical marketing by exploring strategic frameworks, Situation analysis, customer behavior, Forecasting and branding essentials.

## **APPLY** (Mock Assessment)

Create a **full Marketing Plan graduation project**, ensuring you're ready to execute marketing strategies that deliver measurable impact.

## **Lead** (5 Bonus Recorded Sessions)

***Elevate your scientific communication and Strategic thinking with exclusive access to sessions on***

1. Business communication.
2. Scientific Storytelling.
3. Strategic Thinking.
4. Interview preparation.
5. KOL Engagement strategy

## **Quarterly Q & A sessions with the instructors**

This sessions will also include option to present new Marketing case studies in a form of Mock assessment

# CPMP GRADUATES

## WHAT THEY SAY ABOUT THE PROGRAM



**Husni Hamdan**  
Medical Representative  
Kuwait

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*The CPMP program was very practical and helped me understand how marketing strategies are built to create real value for healthcare professionals and patients.*



**Faris Deban**  
Product Specialist  
Saudi Arabia

“

*A great learning experience with a clear mix of theory and practice, providing practical knowledge that will help us greatly in our careers.*



**Rema Alghamdi**  
Senior Biopharmaceutical Representative  
Saudi Arabia

“

*A transformational journey that delivered practical, real-world insights in strategic marketing, patient focus, and omnichannel execution.*



**Mona El-Hariry**  
Medical Key Account Manager  
Egypt

“

*The program equipped me with practical skills and valuable knowledge in a supportive environment, leaving me confident and ready to apply what I learned.*



**Reham Salem**  
Product Manager  
Egypt

“

*Well organized and insightful, the CPMP program provided valuable perspectives that will support my ongoing career journey.*



**Khalid Almatrafi**  
Medical Representative  
Saudi Arabia

“

*An inspiring educational journey that delivered important marketing insights and real value to every participant involved.*



**Nawaf Al Ghamdi**  
Professional Medical Representative  
Saudi Arabia

“

*More than a course — it was a mindset shift that deepened my understanding of strategic marketing, ethical promotion, and patient-centric thinking.*



**Heba Gaber**  
Associate Product Manager  
United Arab Emirates

“

*The program enhanced my strategic marketing mindset and provided practical tools to drive brand growth and market impact with confidence.*

## Program Instructors

### **Dr. Mahmoud Ezzat** Marketing Lead – Middle East

#### **Education**

- Bsc. of Pharmaceutical science.
- CIM – Chartered Institute of Marketing
- AUC – Promotional Advertising
- AUC – Essentials of Marketing
- Google Digital Marketing Certification
- Google Analytics

#### **Experience**

- Marketing & Business Development Public Speaker.
- 21 Years entire career experience.
- 12 Years Marketing Experience.
- Marketing & BD Public Speaker.
- KSA – Egypt – UAE – Jordan – Iraq.
- Multinational & National corporates Experience.
- Multiple Therapeutic Segments in Pharmaceutical market.

### **Dr. Mahmoud Mohamed** Marketing Instructor – GCC

#### **Education**

- MBA: Marketing University of Leicester – United Kingdom
- BSC of Pharmaceutical Science Faculty of Pharmacy, Cairo University
- Portfolio Management Professional PfMPA®
- Project Management Professional (PMP)

#### **Experience**

- 23 years within global and regional pharmaceutical companies in different marketing and sales roles.
- Diversified therapeutic areas within Gulf Cooperation Council countries (GCC) and Egypt.
- Strategic Market Planning Local, Regional & Global Branding

# Certified Pharmaceutical Marketing Professional - CPMP

7 Modules

Online Interactive Sessions

8 Weeks

Every Saturday

Followed by Product Manager Mock assessment



## About the Certificate

This certificate program empowers you with the knowledge and tools to design, implement, and evaluate high-impact **marketing plans**.

From **strategic thinking** to execution and measurement, you'll develop end-to-end capabilities for brand success.

It's not just about marketing theory; it's about applying it in real **pharma** settings to engage prescribers, support patients, and drive product growth.

## **Module 1**

### Principles of Pharmaceutical Marketing

1. Definition of Pharmaceutical Marketing
2. Professional Marketing Acronyms
3. Overview of the Pharma Market in the MENA Region
4. Healthcare Systems in the MENA Region
5. Role and Functions of a Pharma Product Manager

## **Module 2**

### Marketing Situational Analysis

1. Marketing Plan Overview
2. Strategic Market Analysis
3. Internal and External Analysis
4. Organizational Capabilities
5. Product Value Chain
6. SWOT Analysis
7. PESTLE Analysis
8. Porter's Five Forces
9. Competitor Analysis
10. Portfolio Analysis
11. Customer Analysis

## **Module 3**

### Developing Brand Strategy & Customer Behaviors

1. Crafting a Unique Selling Proposition (USP)
2. Creating a Position Map
3. Writing an Effective Positioning Statement
4. Core Brand Strategy Development
5. Supporting Brand Strategies
6. Building a Go-to-Market Strategy
7. Mastering Target Customer Segmentation
8. Understanding and Meeting Customer Needs

## **Module 4**

### Pharmaceutical Forecasting Strategies

1. Setting Qualitative Objectives
2. Establishing Quantitative Objectives
3. Forecasting Tools and Techniques
4. Structuring Accurate Forecasts
5. Understanding Product Profile Impact on Market Share
6. Engaging in Modelling Exercises

## **Module 5**

### **Modern Marketing Execution Tools & Tactics**

1. Developing a Tactical Plan
2. Effective Promotional Strategies
3. Campaign Development
4. Aligning Product Lifecycle with Promotional Mix
5. Budget Allocation Strategies
6. Profit and Loss Analysis per Product
7. Implementation and Contingency Planning

## **Module 6**

### **Marketing Metrics & KPIs**

1. Defining Key Performance Indicators (KPIs) for Pharma Marketing
2. Tracking Sales, Market Share, and Brand Awareness
3. Using Data and Analytics to Measure Campaign Effectiveness
4. Data-Driven Decision-Making for Strategy Optimization
5. Tools for Measuring and Evaluating Marketing Performance

## Module 7

### AI in Pharmaceutical Marketing: A Transformative Approach

1. Role of AI in Revolutionizing Pharma Marketing
2. Personalizing Marketing with AI
3. Enhancing Customer Engagement Through AI
4. Understanding AI Tools and Applications
5. **Case Studies of Successful AI Campaigns in Pharma**



# Have Questions? Contact Us



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