

A Review on Pharmaceutical Sales and Marketing

¹Datta G. Korde, *¹Varad T. Shinde, ¹Prameshwar B. Matlabe, ¹Sham S. Solunke

¹Raosaheb Patil Danve College of Pharmacy, Badnapur

Dr. Babasaheb Ambedkar Technological University, Lonere, Raigad MS

E-mail: shindevarad7280@gmail.com

Corresponding Author: Varad T. Shinde

Abstract: *Pharmaceutical marketing holds a vital position within the healthcare system, differing significantly from conventional marketing due to the unique nature of its products. Unlike everyday consumer goods, pharmaceutical offerings including life-saving medications, over-the-counter (OTC) drugs, and medical devices address essential health needs rather than discretionary choices. This distinction contributes to the sector's complexity, which is further supported by the inclusion of pharmaceutical studies within medical education. Marketing in the pharmaceutical field demands a highly specialized approach, as its primary audience consists of healthcare professionals, patients, and regulatory authorities. Since pharmaceuticals and medical devices are typically acquired based on medical necessity and professional prescriptions, promotional strategies must focus not only on product value but also on adherence to regulations, safety standards, and therapeutic effectiveness.*

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