Assignment for WHRM 910 Spring 2023

Module Title   Pharmaceutical and Healthcare Marketing
Module Code   WHRM 910
Academic Year   2022/2023
Module Leader   Denise Bumford
Module Tutor   Sally Pryce-Jones
Word Limit   2000 Words
Submission Date **No later than 5pm Monday 26ᵗʰ June 2023**

Assignment Notes   Written assignments must not exceed the maximum number of words, and assignments will not be accepted without a word count on the cover sheet. Please refer to the Academic Regulations of your Student Handbook for full details. The assignment must be completed individually and must be attached to a completed University Assignment Cover Sheet.

"Understanding and planning for changes in the external environment"

VUCA (volatility, uncertainty, complexity and ambiguity) is the normal environment in which pharmaceutical businesses operate in any part of the world, and pharmaceutical marketers must be ready to adapt their marketing strategies to work within the changed environment whilst achieving competitive advantage.

The assignment requires you to identify and analyse the macro-level external factors that are impacting the pharmaceutical market in a geography of your choice (e.g. UK or Europe or EMEA) and to discuss the impact the resultant opportunities and threats will have on marketers in that geography.

The report must include and be structured thus:
1. A brief outline of the pharmaceutical market in your chosen geography.
2. A detailed and robust PESTEL analysis of the impact that macro-level external factors are having/ will have on pharmaceutical marketing in your chosen geography.
    o The output from this should be the **implications** of these changes and whether these changes represent an **opportunity** or a **threat**.
3. A discussion of how these opportunities and threats will impact pharmaceutical marketers and pharmaceutical marketing in your chosen geography.

The report is to be written in a manner appropriate to the British education system, should read as a single report and provide evidence of the use of <u>robust data and research</u> to justify any assertions made. It should be 2,000 words (+/- 10%) long. Students should consider how to convey information in a manner that aids a reader's understanding. The report may contain as many appendices as you consider necessary and the table of contents should reflect good academic practice.

The report should use the above structure as section headings and apply relevant academic models. Your report must be properly referenced using the Harvard referencing system and a bibliography and table of contents should be included.

Marking scheme for the Assignment

	Topic	Marks (%)
1	A brief outline of the pharmaceutical market in your chosen geography	10
2	A detailed and robust analysis of the impact that macro-level external factors are having / will have on pharmaceutical marketing in your chosen geography	40
3	A discussion of how these opportunities and threats will impact pharmaceutical marketers and pharmaceutical marketing in your chosen geography	30
6	Relevant use and understanding of academic concepts / models	10
7	Referencing and presentation	10
	Total	100