



Marketing Management

Case Study Sample 209.01

You are the assistant marketing manager for CHEMSEARCH, INC., a pharmaceutical manufacturing company. The director of research and development has asked you to develop strategies for marketing a new drug.

CHEMSEARCH, INC. is a pharmaceutical company that specializes in developing new prescription medicines for treating diabetes. A revolutionary new type of diabetic medicine is being developed, and the director of research and development has asked you to devise strategies for marketing this new drug. The new drug will be available to consumers within the next six months, pending federal government approval.

The director has asked you to consider the following when developing your marketing strategies:

- Target market
- Consumer considerations
- Customer profiling
- Legal issues
- Ethics
- Product benefits
- Marketing mix
- Market segmentation

YOUR CHALLENGE

You will present your marketing strategies to the director of research and development, who may be accompanied by one or more additional executives. In addition to presenting your marketing strategies, you should explain the following:

1. How a market can be segmented using demographics.
2. How market area is determined.
3. How target marketing affects marketing decisions.