

Please tick the course(s) required below. (If booking more than one place – please photocopy the form)

PriMe courses	Length	2010 Dates		Prices	
<b>Core Modules</b>					
Essentials of Pharmaceutical Marketing	3 days	10-12 March <input type="checkbox"/>	9-11 June <input type="checkbox"/>	6-8 Oct <input type="checkbox"/>	£1540+VAT=£1809.50
Pharmaceutical Marketing for Non-Marketers	1 day	27 April <input type="checkbox"/>	19 Oct <input type="checkbox"/>		£770+VAT=£904.75
<b>Specialist Modules</b>					
Understanding the Competition	1/2 day	5 May <input type="checkbox"/>	21 Oct <input type="checkbox"/>		£495+VAT=£581.63
Effective Sales Forecasting	1 day	29 April <input type="checkbox"/>	18 Oct <input type="checkbox"/>		£770+VAT=£904.75
Understanding & Working with the NHS	1 day	28 April <input type="checkbox"/>	20 Oct <input type="checkbox"/>		£770+VAT=£904.75
Market Research Essentials	1 day	6 May <input type="checkbox"/>	22 Oct <input type="checkbox"/>		£770+VAT=£904.75
Financial Management in Marketing	1 day	Please call for further dates			£770+VAT=£904.75
<b>Advanced Modules</b>					
Portfolio Management	1 day	15 March <input type="checkbox"/>	11 Nov <input type="checkbox"/>		£770+VAT=£904.75
Strategy Masterclass	1 day	16 March <input type="checkbox"/>	12 Nov <input type="checkbox"/>		£770+VAT=£904.75
Global & Local Brand Optimisation	1 day	22 March <input type="checkbox"/>	4 Nov <input type="checkbox"/>		£770+VAT=£904.75
European Marketing Management	2 day	4-5 March <input type="checkbox"/>	28-29 Oct <input type="checkbox"/>		£1386+VAT=£1628.55
Market Mapping & Segmentation	1 day	26 March <input type="checkbox"/>	15 Oct <input type="checkbox"/>		£770+VAT=£904.75
<b>Leadership Modules</b>					
Leadership Essentials	2 days	13-14 April <input type="checkbox"/>	16-17 Nov <input type="checkbox"/>		£1710+VAT=£2009.25
Developing Successful Partnerships	1 day	21 April <input type="checkbox"/>	24 Nov <input type="checkbox"/>		£950+VAT=£1116.25
Effective Matrix Management	1 day	20 April <input type="checkbox"/>	23 Nov <input type="checkbox"/>		£950+VAT=£1116.25
				<b>TOTAL:</b>	

\*PM Society non-members pay the following rates:

3-day Core Module	£1760 +VAT = £2068
1-day Core + 1-day Specialist Modules	£880 +VAT = £1034
Half-day Specialist Module	£580 +VAT = £681.50
1-day Advanced Modules	£880 +VAT = £1034
2-day Advanced Module	£1592 +VAT = £1870.60
1-day Leadership Modules	£1100 +VAT = £1292.50
2-day Leadership Module	£1966 +VAT = £2310.05

For further information please contact: Jackie Brown at the PM Society Tel: 01403 264898, e-mail: Jackie@pmsociety.org.uk  
Or visit our website: [www.pri.me.pmsociety.org.uk](http://www.pri.me.pmsociety.org.uk)

