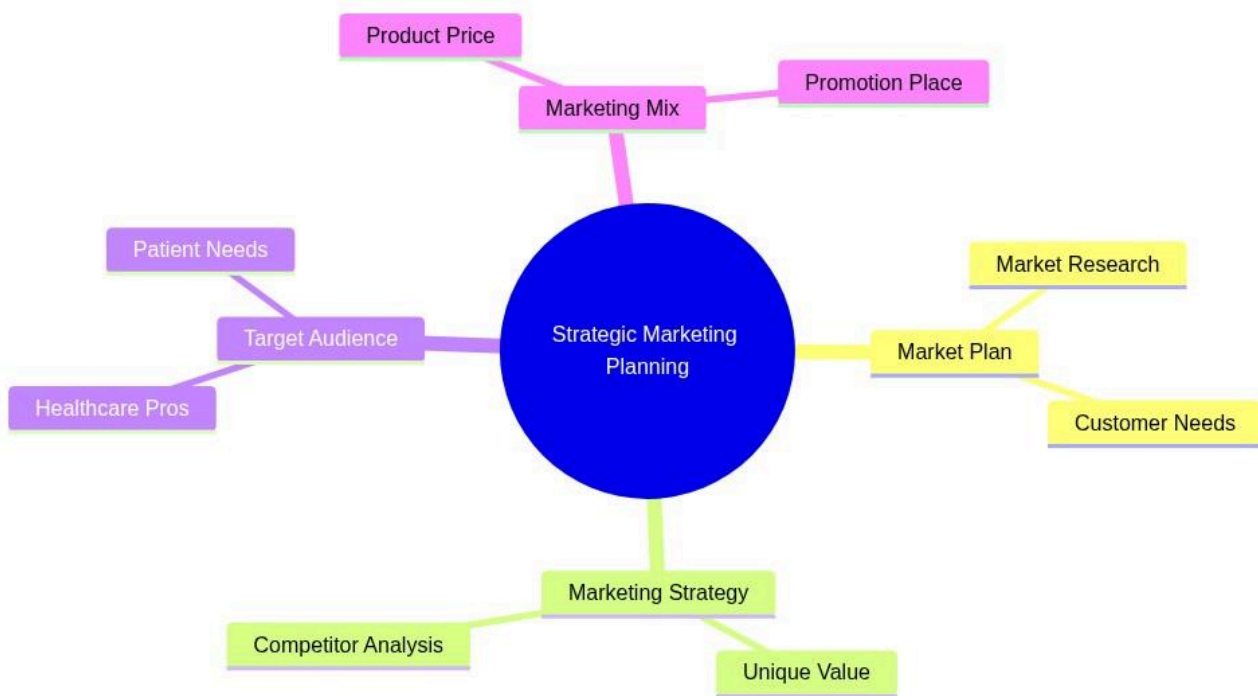


Professional Certificate in Pharmaceutical Marketing

# Strategic Marketing Planning



mindmap

```

    root((Strategic Marketing Planning))
      Market Plan
        Market Research
        Customer Needs
      Marketing Strategy
        Unique Value
        Competitor Analysis
      Target Audience
        Healthcare Pros
        Patient Needs
      Marketing Mix
        Product Price
        Promotion Place
  
```