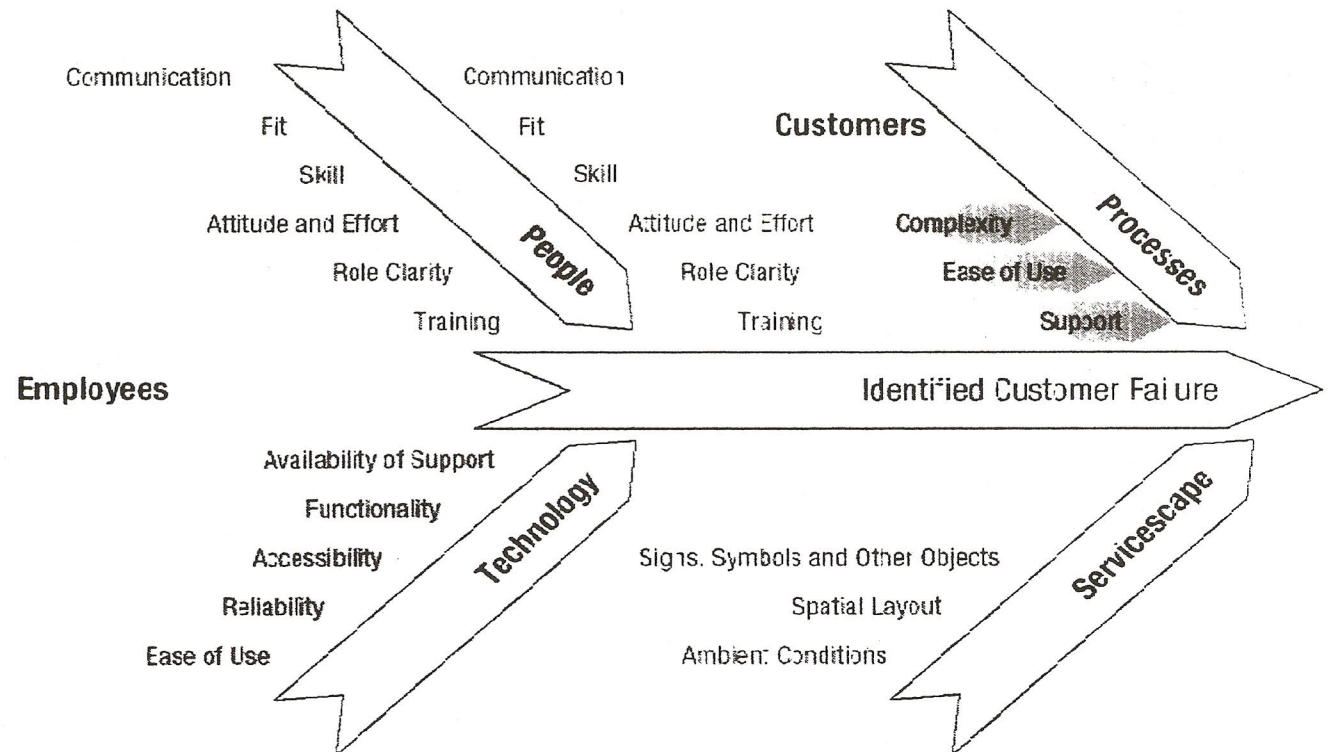


# Extra Credit #3

Branded services can be differentiated in many ways. For the Job Match service your team developed, explain the three most important differentiation elements. Explain Why!

- Features
- Customization
- Performance
- Design
- People (employees)
- Durability
- Reliability
- Security
- Repairability
- Style (trend)
- Ordering ease
- Price
- Availability
- Ubiquity
- Customer service
- Maintenance
- Returns
- Product form
- Support Services



# Extra Credit #4

- Review the article. Do you agree? Explain Why!

- The New Four P's of Marketing
- Until relatively recently, pharmaceutical marketers “owned” the relationship with the Four P's: product, placement, price, and promotion. It was straightforward: Develop a product, place it through a direct-to-physician distribution channel, set the price, and promote it via high-dollar physician events.
- But these P's have shifted. While product development may still be in the pharmaceutical company's hands, the other P's are not. Regulatory constraints have taken placement out of the pharmaceutical marketer's control. Price is under pressure from managed care and comparison shoppers. And promotion is no longer “directly” anywhere ... it's directly everywhere. (Direct to Consumer Advertising).
- Merely driving demand doesn't work anymore. The key to success in this new marketing landscape is a shift from a pharmaceutical-driven, push-based model toward a pull-based model, where the desire for information and education drives consumers ... and medical professionals.
  
- There is a new set of P's:
- **Predictive Modeling**
- This statistical method of predicting future behavior gives pharmaceutical marketers the insight they need to know when, how, and with what message to “intercept” the patient, depending on where he or she is in the treatment cycle. Communication is customized to address all variables.
- **Personalization**
- Personalized marketing communication uses specific imagery and messaging to enhance relevance. In addition to making the patient feel “recognized” by the brand, personalization helps facilitate patient-professional dialogue by prepping patients with relevant questions to ask their physicians enhancing patient satisfaction.
- **Participation**
- Patient participation is typically limited to networking and communication built around modern “support groups.” Via online forums, chats, and Web communities, people are most interested in sharing and learning. A pharmaceutical marketer may intelligently (and carefully) step into the participation waters by offering patients ways to participate in treatment “communities.”