

McGill

Centre for Continuing Education

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A long standing tradition of excellence

McGill is Canada's leading teaching and research-intensive University. We offer > 300 areas of study in 21 faculties and professional schools on two beautiful campuses. Our greatest strength rests upon the quality of the people who make up the McGill community. We recognize that the scope and depth of our research and academic programs, as well as our international reputation for excellence, are driven by McGill's outstanding students, academics and staff. McGill University has been synonymous with first-class education since it was founded in 1827.

The McGill Centre for Continuing Education

The Centre for Continuing Education is a multidisciplinary academic unit with the primary goal of meeting the educational needs and aspirations of the adult members of a rapidly changing society. To this purpose, the Centre draws on its own human and physical resources as well as those in the rest of the University and on the expertise in the outside community. The clientele served is local, national and international.

Programs and courses offered by the Centre for Continuing Education are developed in collaboration with McGill faculties. Representatives of the business and cultural community, as well as

faculty members and students, serve on advisory committees that oversee each program area. Programs offered include:

- Career development: The Centre offers a wide range of certificate and diploma programs in the fields of Management, Education, Languages and Translation, as well as courses and seminars designed to keep practicing professionals abreast of current developments
- General interest courses: Designed for those who wish to pursue an interest or develop a new understanding; courses are offered in Languages, Business and Personal Growth

The new Pharmaceutical Industry Portfolio of courses

In response to a request from the Industry, the Centre launched the course Introduction to the Pharmaceutical Industry in Canada in November 2005. This course addresses current issues and opportunities in the Pharmaceutical Industry in Canada. As a result of the success of the first course and the favourable response from participants, we have expanded our offerings to include two new courses: Demystifying Clinical Research and Brand Planning for the Pharmaceutical Industry.

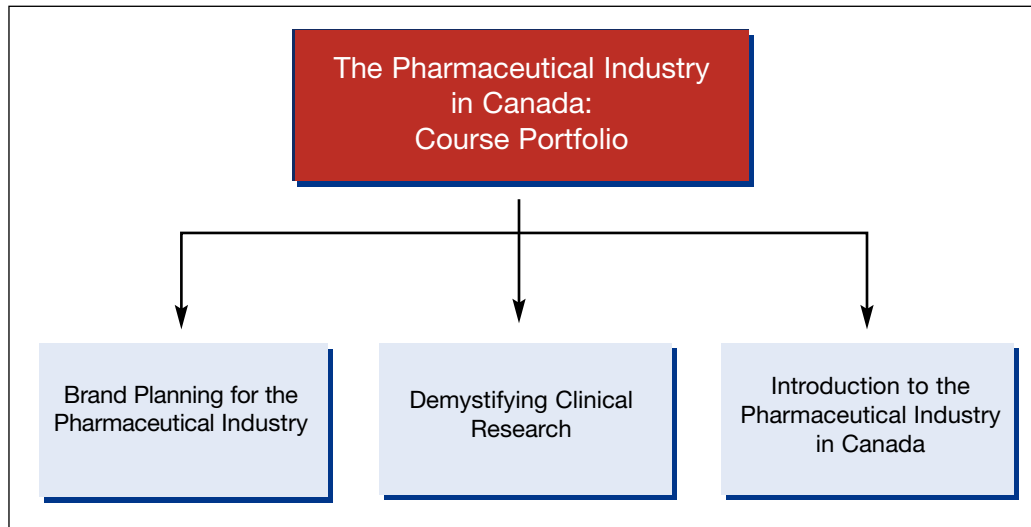


Figure 1. The Pharmaceutical Industry in Canada Course Portfolio.

Description of courses

Introduction to the Pharmaceutical Industry in Canada

This two-day seminar provides an introduction to the structure and operations of the pharmaceutical industry in Canada, focusing on brand-name, research-based companies as well as providing an overview of bio-pharmaceutical firms and generic manufacturers. It is targeted to those new to the pharmaceutical industry who need a basic understanding of the issues a pharmaceutical manufacturer must address in order to bring a product to market, as well as those in business who need to understand what drives this regulated industry. The course enhances one's understanding of the basics of the pharmaceutical industry, its vocabulary, the business drivers, the trends and directions, as well as how it operates in today's global economy.

Demystifying Clinical Research

This two-day seminar is designed to provide non-clinical research professionals working in the pharmaceutical industry or related areas, with a basic understanding of the concepts and methods used in clinical research. At the end of the course, attendees will be able to interpret results related to

design and analysis routinely presented in the scientific literature as well as understand basic concepts in pharmacology, biostatistics and data interpretation.

Brand Planning for the Pharmaceutical Industry

This three-day seminar is designed to provide an understanding of the key drivers for a successful product plan. At the end of this course, attendees will be able to:

- understand the fundamental steps to successful brand planning,
- better comprehend market and competitor dynamics,
- identify key stakeholders and anticipate their impact on brand performance and
- know how to rally internal resources for planning and implementation. **CPM**

For more information contact:
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