



Micro Credential



Foundation for Pharma Sales and Marketing

MCr Code: LFS/MCr-0001

Version: 1.0

NSQF Level: 4.5

Life Sciences Sector Skill Development Council || # 14, Rear 2nd Floor, Palam Marg, Vasant Vihar
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Micro Credential

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LFS/MCr-0001

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LFS/MCr-0001 : Foundation for Pharma Sales and Marketing

Description

The professional with foundation skills for Pharma Sales and Marketing is able to support the sales and marketing efforts in Life Sciences industry. This includes application of sales concepts in pharmaceutical product selling, as well as collaborating with the sales team in conducting market research and creating promotional materials. The professional with foundation skills for Pharma sales and marketing has good communication skills, and ability to multitask and analyze the market research data sets.

Micro Credential Module Details and Duration

Training Delivery Mode	Theory (Hours)	Practical (Hours)	Total (Hours)
Classroom Offline Only	0011:00	0004:00	15:00



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Assessment Criteria

Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Passing Percentage
60	40	-	-	100	70



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Micro Credential (MCR) Parameters

MCR Code	LFS/MCR-0001
MCR Name	Foundation for Pharma Sales and Marketing
Sector	Life Sciences
NSQF Level	4.5
Credits	0.5
Version	1.0
Minimum Job Entry Age	NA
Minimum Educational Qualification & Experience	Pursuing 1st year of UG (continuous education) OR Completed 2nd year diploma after 12th (in relevant field) OR Diploma (Completed 3-year Diploma (after 12th Class) in relevant field)
Pre-Requisite License or Training	NA
Last Reviewed Date	29/09/2023
Next Review Date	29/09/2026
NSQF Clearance Date	29/09/2023
Reference code on NQR	NM-4.5-LS-01045-2023-V1-LSSSDC
NQR Version	1.