

Micro Credential



Product promotion with Registered Medical Practitioners

MCr Code: LFS/MCr-0002

Version: 1.0

NSQF Level: 4.5

Life Sciences Sector Skill Development Council || # 14, Rear 2nd Floor, Palam Marg, Vasant Vihar
New Delhi-110057 || email: ANSHUL.SAXENA@LSSSDC.IN



Micro Credential

Contents

LFS/MCr-0002

Brief job Description	3
Micro Credential Module Details and Duration	3
Assessment Criteria	4
Micro Credential (MCr) Parameters	5



Micro Credential

LFS/MCr-0002 : Product promotion with Registered Medical Practitioners

Description

The professional with Product Promotion with Registered medical practitioner is able to support the sales and marketing with registered medical practitioner in Life Sciences industry. This includes in-person detailing and digital marketing strategies, participants will learn how to communicate product features, benefits, and scientific evidence supporting product efficacy. The professional with Product Promotion with Registered medical practitioner has adherence to ethical considerations, regulatory guidelines, and compliance requirements in product promotion within the pharmaceutical or healthcare industry.

Micro Credential Module Details and Duration

Training Delivery Mode	Theory (Hours)	Practical (Hours)	Total (Hours)
Classroom Offline Only	0019:00	0011:00	30:00



Micro Credential

Assessment Criteria

Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Passing Percentage
66	34	-	-	100	70



Micro Credential

Micro Credential (MCR) Parameters

MCR Code	LFS/MCR-0002
MCR Name	Product promotion with Registered Medical Practitioners
Sector	Life Sciences
NSQF Level	4.5
Credits	1
Version	1.0
Minimum Job Entry Age	NA
Minimum Educational Qualification & Experience	Pursuing 1st year of UG (and 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-01046-2023-V1-LSSSDC
NQR Version	1