

Pharma Marketing Code Guide

Pharma, Chemicals & Life Sciences

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Explains the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) — permissible promotion, restrictions on gifts and hospitality, samples and claims substantiation — with prohibited practices (inducements, misleading claims) and a compliance setup (policy, training, records). Use this to market ethically. For an operational compliance framework use the Marketing Compliance Setup tool.

Purpose of this tool & output

Market ethically under UCPMP

How the output is used

Use the guide to market ethically under the UCPMP, understanding what is allowed and what is not in doctor engagement and promotion.

Important cautions

AI-generated guide; follow UCPMP and take legal advice on marketing practices.

Companion documents

- Medical Rep (MR) Management
- Promotional Material Reviewer
- Product Training Kit
- Brand Marketing Plan
- Marketing Compliance Setup
- KOL Engagement Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.