

Managing Marketing AstraZeneca

Module: BMMB7026 – Managing Marketing Change

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- Focus: Establishment



Company Overview

- Global biopharmaceutical company, founded in 1999 (Astra AB + Zeneca PLC).
- Headquarters: Cambridge, United Kingdom.
- Operates in 100+ countries, 80,000+ employees.
- Core areas: Oncology, Cardiovascular, Respiratory & Immunology.



Establishment

Company Background and Context

- **Founding:** AstraZeneca was formed in 1999, when Astra AB (Sweden) and Zeneca Group PLC (UK) merged.
- **Headquarters:** Cambridge, UK.
- **Mission:** To bring together science and market knowledge to deliver better healthcare to people around the world.
- **Scope of work:** AstraZeneca now operates in over 100 countries.

Their main focus is on developing medicines for cancer (Oncology), cardiovascular (CV) and respiratory diseases (Respiratory).



Strategic Marketing Connections (according to PESTLE):

- 1 **Political:** Strict regulations in healthcare.
- 2 **Economic:** Globalization and increased competition in research.
- 3 **Social:** The number of elderly people is increasing, people are now more health conscious.
- 4 **Technological:** The use of biotechnology, artificial intelligence (AI), and data analytics is increasing.



All these external factors have shaped AstraZeneca's merger and future growth plans.

Marketing and Change Management



AstraZeneca has shown how a large organization can manage planned change.



They followed Lewin's three steps (Unfreeze – Change – Refreeze).

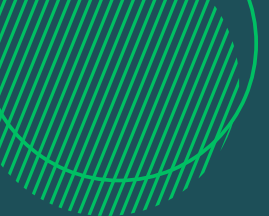


That is, they first let go of the old way, then introduce the new way, and finally make it permanent.



The company began to focus more on the needs of patients, not just products, the concept of “customer first.”





Social Marketing Song (Kotler's language):

1

A company's job is not just to make a profit, but to keep customers and fulfill its responsibilities to society.

2

They have built a credible brand by working fairly, building good relationships in the world through transparency and alliances.

3

AstraZeneca follows a policy of moving quickly to embrace new ideas and ease of use.

4

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Summary:

The birth and growth of AstraZeneca is a real-life example of how science, ethics, and customer focus can be used together to create a trusted and successful global healthcare brand.

