Novartis, Commercial strategy for success is an interactive case study that has been developed for students to apply their knowledge about how to develop a sales strategy and a commercial plan. It takes a practical approach simulating the strategy set by the students and is focused on the pharmaceutical sector.

The multimedia case study includes two interactive exercises:

- The first exercise, Launch of Exforge in Spain.
- The second exercise, Launch of Rasilez, Galvus & Eucreas in Spain.
There are a series of interviews included in the home page of the case. In these videos, executives of Novartis talk about topics related to the case: Novartis as a company, challenges faced at the time of the case, marketing in the pharmaceutical sector and in Novartis, as well as specificities of this sector when planning a commercial / sales strategy.
Students have to plan the commercial and promotional strategy for these new products, as well as for those already existing in the market. They have to pass through 7 different sections, where they have to make decisions and develop their plan.

Many of the decisions are made using graphs or charts. At the end they can change any of the decisions previously made by using a decision control panel.
After setting the strategy, the program simulates it and shows the results (economical and marketing ones). The student can see the sales obtained, the marketing contribution, Share of Voice, distribution of costs among others.