

**NATIONAL UNIVERSITY OF PHARMACY
MINISTRY OF HEALTH**

**DEPARTMENT OF PHARMACEUTICAL MARKETING
AND MANAGEMENT**

**METHODICAL RECOMMENDATIONS
FOR IMPLEMENTATION OF COURSEWORK
ON THE DISCIPLINE**

"MANAGEMENT AND MARKETING IN PHARMACY"

KHARKOV 2015

**NATIONAL UNIVERSITY OF PHARMACY
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AND MANAGEMENT**

**Methodical recommendations for implementation of
coursework on the discipline**

"MANAGEMENT AND MARKETING IN PHARMACY"

**FOR STUDENTS OF THE FOREIGN FACULTY
SPECIALTY 8.110201 "PHARMACY"**

KHARKOV 2015

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M 20

Recommended by the Central Methodological Commission of the National University of Pharmacy (Minutes №1 dated 11.13.2014)

Reviewed by:

Ognev V.A. Head of the department of social medicine, management and economics of health KhNMU

Zhirova I.V., Candidate of pharmacy, assistant professor of the Organization and Economy in Pharmacy Department, National University of Pharmacy

Malyi V.V.

M 20 Methodical recommendations for implementation of coursework on the discipline "Management and marketing in pharmacy" for students of the foreign faculty of specialty 8.110201 "Pharmacy" / V.V. Malyi, A.B. Olkhovska, L.P. Dorokhova, O. Yu. Rogulya, I.V. Timanyuk – Kh. Univ. NUPh 2015. – 48.

Methodical recommendations designed to provide practical and methodical assistance to students in the performance of coursework, the formation of practical skills of collecting, processing and analyzing marketing information, marketing research, and systematization of the material. In methodical recommendations contained requirements for writing and correctly handling the coursework on the discipline "Management and marketing in pharmacy".

Methodical recommendations established in accordance with the curriculum of the discipline "Management and marketing in pharmacy" and designed for students of pharmaceutical higher education institutions and faculties by specialty 8.110201 "Pharmacy".

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INTRODUCTION

One of the important stages of preparation highly qualified and competitive specialists on the world labor market in the pharmaceutical sector of management and marketing in pharmacy is the writing and defense of coursework. In the formation and market relations development acceptance of administrative decisions associated with grounded of conducting marketing research of external and internal environment of the organization, segmentation of the pharmaceutical market, the formation and research the demand for drugs and medical products, study of economic conjuncture and competitive environment in which operate pharmacies and pharmaceutical manufacturing company.

At the Department of Management and Marketing in Pharmacy students of foreign faculty of specialty "Pharmacy" have the opportunity to deepen their theoretical knowledge during practical training on pharmaceutical enterprises of Ukraine and their homeland, and based on them to conduct research, completed by the preparation of coursework.

Practical mastery of the issues of management and marketing in pharmacy allows future professionals to understand the nature and specificity of certain pharmaceutical concepts, categories, trends and sort out their complex structure, and learn to justify decision and analyze the results of their introduction into practice of pharmacy and pharmaceutical companies.

During the coursework, students must identify the ability to apply theoretical knowledge in practice. This stage of preparing is one of the final in the formation of knowledge and skills received by a student in pharmaceutical management and marketing. By the protection of coursework, the student must demonstrate that he meets all the requirements for future professionals in the field of management and marketing in pharmacy.

Methodical recommendations are intended to provide practical and methodical help to students which complete coursework, during the independent scientific and practical research, collection and processing of management and marketing information in the registration and protection of coursework.

The results obtained while preparing of coursework in the future can be used at write, design and protection of the master's work.

1. GENERAL PROVISIONS

In accordance with the Law of Ukraine "about higher education" approved by Order of Ministry of Education and Science of Ukraine "Regulations on the organization of educational process in higher education" envisaged individual tasks in the form of coursework.

Coursework it is an independent scientific and practical research of the student based on knowledge and skills acquired during the lectures and practical classes, and performed under the supervision of an instructor.

Coursework on the subject "Management and marketing in pharmacy" is a mandatory part of the curriculum prepare students of foreign faculty on specialty 8.110201 "Pharmacy".

1.1. Purpose and timing of coursework

Coursework performed in order to consolidate, deepen and generalization of knowledge on management and marketing in pharmacy, obtained by the students during training, and facilitate their practical application when solving specific complex professional tasks.

Coursework is designed to demonstrate the research ability of the student, certify his ability to organize and carry out independent research aimed at improving the management of pharmacy businesses, on study of the market of medicines, marketing activities of wholesale and retail and manufacturing pharmaceutical companies.

Coursework must be theoretically justified as a result of studying the scientific literature on a selected topic and contain detailed development of specific tasks related with actual issues and trends of a pharmaceutical market in the country. Coursework must disclose selected by student theme, carry whole character and be logically correctly stated.

The main requirement in the performance coursework is the ability of student to link acquired theoretical knowledge with practical activities pharmaceutical organizations. Coursework must be performed on specific materials of pharmacy, wholesale intermediary and production structures and contain elements of independent research.

In accordance with the curriculum of the specialty 8.110201 "Pharmacy" coursework on the subject "Management and marketing in pharmacy" is performed during the IX semester. Task given at the end of the VIII semester.

1.2. Objectives and themes of coursework

During the coursework, students must complete the following tasks:

- demonstrate the ability to work with scientific literature, compare and evaluate information obtained to conduct a comparative analysis;
- formulate the relevance of their research and highlight problematic issues;
- independently determine the purpose, main tasks, subject, object and methods of research;
- to search and collect the necessary information;
- to use modern methods of research to obtain reliable results;
- demonstrate the ability to plan and organize their research;
- logical and reasonable to interpret the results of their research;
- specifically justified and formulate their own conclusions, make suggestions and recommendations;
- clearly and correctly present the material;
- defending publicly prepared work (do scientific reports, answer questions, to defend his point of view, etc.).

Topic of course work selected independently by the student from the recommended list that represented in claim 7 of this recommendation. The student has the right, by agreement with the supervisor, choose a theme of course work which is not included to the list of suggested topics. Topic of course work must meeting tasks of the discipline "Management and marketing in pharmacy" and to be closely related to the needs of practical pharmacy.

Department of Management and Marketing determines the order of approval of coursework topics and their performance in the pharmacy.

The chosen theme is registered in a special journal at the department.

Not allowed are coursework on similar topics based on the same enterprise. Also undesirable work of several students on one theme. As an exception related topics assigned to some students after a preliminary agreement with the supervisors.

1.3. The scope and content of coursework

Coursework made out on a standard A4 white paper (210 x 297 mm) and is accompanied by the necessary tables, graphics and illustrations. Volume of coursework is 30-35 printed or 35-40 manuscript pages, without applications.

Coursework includes:

1. Title page.
2. Contents (table of contents).
3. List of abbreviations and symbols (if necessary).
4. Introduction.
5. Main part.
6. Conclusions.
7. List of references.
8. Application (if necessary).

Coursework is carried out using actual material over a certain period of activity of a particular company.

In the course work necessary to concisely, logically and arguments express the content and obtained results of research, avoid common phrases, unsubstantiated assertions, tautology and distortion of facts.

When writing a coursework a student must necessarily refer on the authors and sources from which borrowed materials or individual results. In the case of the borrowed material without reference on the author and the source, the coursework is not allowed to defend.

Coursework, usually present in printed form by using computers, in soft or hardcover.

1.4. Order of execution consultation and protection of coursework

Order of coursework conditionally consists of the following stages: topic selection, selection and review of the literature (laws, regulations, scientific articles, monographs, manuals, practical materials, etc.), develop a work plan, its implementation and writing, presentation of the work to supervisor, getting reviews and eliminate the said disadvantages, the protection work.

Algorithm of coursework on the subject "Management and marketing in pharmacy" is shown in Fig. 1.

One of the forms of the training session is the consultation, where a student receives responses from the teacher on specific questions or clarification of certain theoretical provisions or aspects of their practical application. Consultation can be carried out for an individual or group of students.

Schedule a consultation on the implementation of course works on the discipline "Management and marketing in pharmacy" is defined with the supervisor. Consultations are appointed at least once a week and can be intramural and distance form. Visiting by student consultation is mandatory.

The purpose of counseling is to help the student in the coursework, to call his interest to the topic of course work, develop initiative, activity and independence, restore previously acquired theoretical knowledge, form practical skills of the collection, processing, analysis and systematization information and received results.

The coursework surrenders to supervisor for check no later than two weeks prior to its protection.

Protection of course work conducted publicly before the commission comprising 2-3 teachers from department of Management and Marketing in pharmacy with the participation of the supervisor. Coursework that does not meet these requirements not allowed to protection.

Writing a coursework is a creative and individual process. However, in the process of writing the work necessary to comply with a number requirements of its structure and design.

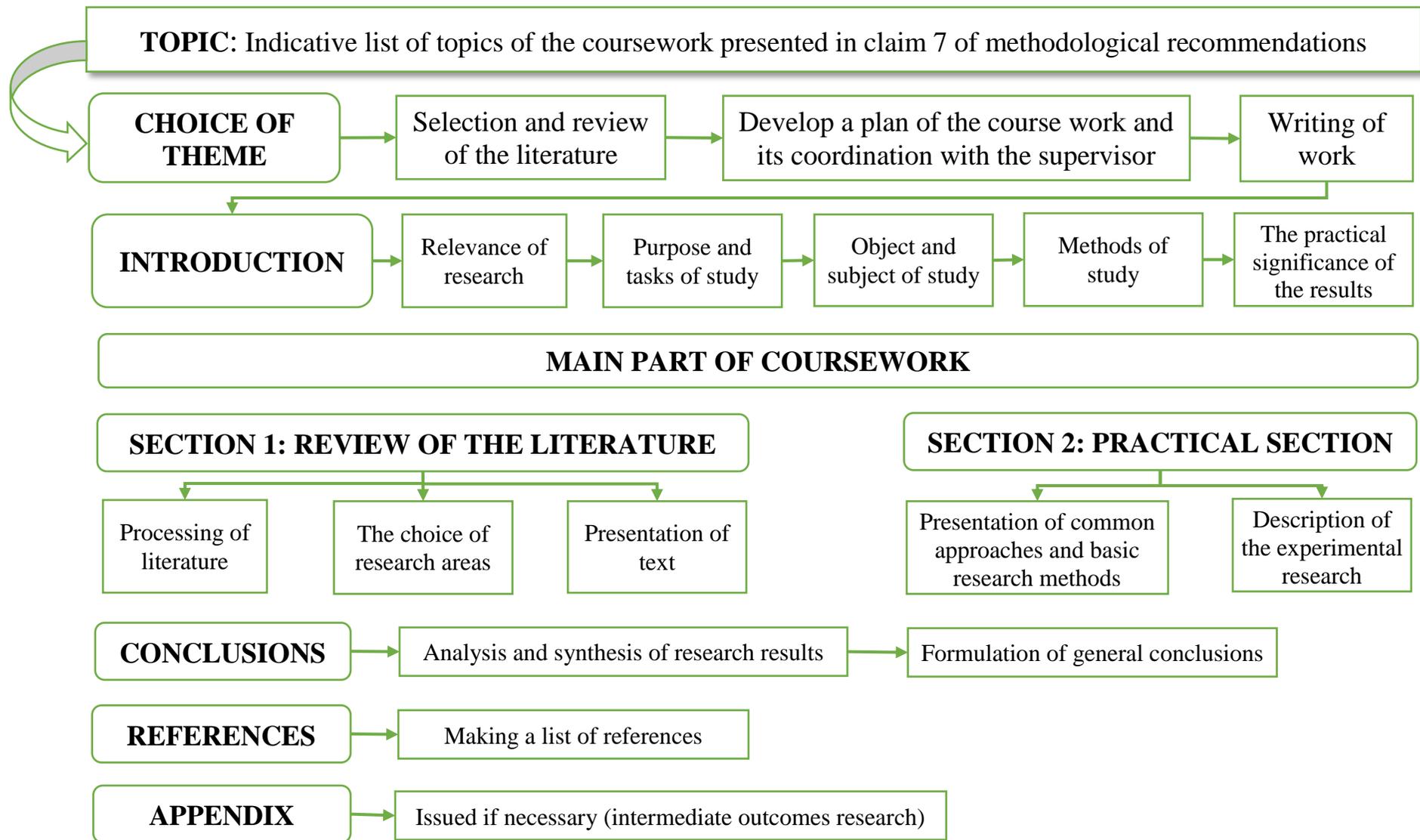


Fig. 1. Algorithm of coursework on discipline "Management and marketing in pharmacy"

2. THE STRUCTURE OF COURSEWORK

2.1. Title page

The title page is the first, front page of coursework and must be carried out in strict compliance with the rules.

The upper part of the title page of coursework contains the following information: the name of the higher education institution where completed the coursework, name of the Ministry to which subordinated a higher education institution and the name of the department.

Approximately, centrally of page located the topic of course work (in capital letters).

In the lower part the right side indicate who have done course work (name of the student, course, group, training direction, code and name of the specialty), supervisor (position, title, academic degree, name).

Bottom center of the page written the city and year of protection.

The next page is made content (table of contents) of work.

Sample of title page of coursework given in claim 10 of this methodical recommendation (Form 1).

2.2. Contents (the table of contents)

Contents (table of contents) is the second page of coursework and defined by its theme. Contents of course work is developed independently and student agreed it with the supervisor.

If the content is quite extensive, it may take not one, but several pages. In the content provides name and the starting page number of all structural units of course work. Headlines of content must accurately repeat titles in the text of work. Headlines of subparagraphs should be slipping on 3-5 signs right relative to headings of sections.

Sample of the content of course work is given in claim 10 methodical recommendations (Form 2).

2.3. List of abbreviations

List of abbreviations may not always present in the course work. Usually it given in the case if in the work are used little-known acronyms and abbreviations. In addition, if they appear in the text is quite rare (less than three times) the list is not made, and the transcript is given directly in the text of coursework directly after the first mention.

List printed after the contents (table of contents) of course work, before the introduction by two columns: the left (narrow) where listed abbreviations and on the right (in the wider) their definitions.

Sample of the list of abbreviations in the coursework given in claim 10 of this methodical recommendation (Form 3).

2.4. Introduction

Introduction is the most critical part of the coursework, because it contains in concise form, all the fundamental position the justification of which is devoted the work.

To write the introduction methodologically better not at the beginning but at the end of the study, when the most of your work is fully ready. Otherwise unlikely to avoid inaccuracies and re-work.

Before writing, this important part of the work recommended to look as an example at several similar topics coursework and consult with the supervisor.

Relevance of the topic. Justify the relevance and appropriateness of the work for the development of the pharmaceutical sector of Health. Lighting relevance should not be wordy. Just a few sentences to express the main thing the essence of the problem or scientific problem. You must also specify the authors, who have made the most significant contribution to the development of the research problem.

Purpose and objectives of coursework. Formulate a purpose of work and tasks, that necessary to solve for achieve purpose. Should not formulate the purpose as "Research...", "Study..." because these words indicate on means of achieving the purpose, rather than the target.

Tasks, which are decided in the work, must meet the purposes of research. Typically, based on tasks of research constructed the structure of work. Therefore, tasks of the research meet the content of sections and subsections of coursework.

Object and subject of study. Object and subject of study, as a category of the scientific process, relate to each other as the general and the particular.

Object of study is the process or phenomenon that creates a problematic situation and the elected for the study. In the coursework the object of study is a pharmaceutical company (organization, institution, company), based on which materials performed the work.

Subject of research is a specific problem that is contained within the object of study. Subject of study sets the topic of coursework.

Research methods. Indicate the list of research methods used for achieve the purpose in the work. It should be shortly and specifically enumerate the used methods. This will make sure logic and appropriateness of using exactly chosen methods.

The practical significance of the results. In the course, work should provide information about the practical application of the results or recommendations, as well as the expected effect from introduction of the study results.

Information support of research results. Sources of information for coursework are publications in domestic and foreign media, statistical materials, factual data about results of activity of object of research, price lists, questionnaires of experts and respondents, Internet sites, etc.

Structure and volume of coursework. Indicated from which structural units comprising coursework (*introduction, literature review, experimental part, the general conclusions, the list of used literature sources, annex*), how many pages it is described how many including tables and figures and literature sources.

2.5. Main part

The main part of coursework consists of sections, subsections, paragraphs, subparagraphs. Each section begins with a new page.

Typically, the 1st section (literature review) ends with a short summary. By the second section provides a conclusion with summary of the findings described in section scientific and practical results. This will free up the general conclusions from the secondary details.

The main part of the course work is supplied as follows:

Section 1 it is review of the literature on the topic and the selection of research areas;

Section 2 the presentation of basic principles and basic methods of research is the analysis and synthesis of the results of experimental studies, as appropriate – with a short theoretical justification.

The first section provides an overview of the literature, new developments and other information related to the topic. Concisely, critically illuminate the work of authors who have studied this problem.

Section based on the principles of scientific literature, legal and regulatory documents and official statistics.

Work on the review of the literature should start with information retrieval. A list of recommended resources, students prepare their own or in conjunction with the supervisor. Using the literary and regulatory sources in the work, as well as the guidance of quotations from them accompanied by the obligatory reference to the correct source.

Theoretical studies prove expedient by compiling international and domestic experience, involvement of scientific achievements of leading scientists, etc. For each of the questions should report the opinions of different authors, give them a comparative analysis, to identify possible conflicts and formulate ways to address them, as well as his own opinion of the author.

It is desirable to illustrate the text graphic material – charts, graphs, algorithms, diagrams, etc.

Result of the theoretical section must be defined theoretical concept of the research subject, the model search mechanisms for solving the problem posed in the course work. This model should have a crosscutting nature, i.e., to its algorithm could be used to analyze the relevant information and justification of recommendations and suggestions in the experimental section.

It is recommended to complete this section is a short summary on the need for their research. The total amount of the literature review should not exceed 20% of the main part of the course work.

In the second section, as a rule, justified the choice of direction of research, lead problem-solving methods and their comparative assessment, developing a common methodology for experimental research. Then maximize the results of their research set out website. The student must assess the completeness and accuracy of his results, by comparison with data from similar studies of domestic and foreign authors to be able to properly express the results of their research.

The information that will be used for research must be correctly processed and issued in the form of appropriate tables, graphs, charts. Processing the information received is recommended by a variety of computer programs for Windows.

The second section is based on integrated studies of the object and the subject of the study, their condition at different times. An important condition is to study the factors that determine the state of the object and subject of study.

Presentation of the text of the course work better to the third person. Express thoughts, using the pronoun "I" is not accepted. At the same time, can not be considered excessive overload of the best text the pronoun "we", the phrase "we believe", "assume", "think" – is completely normal, but the unconscious creates the impression that the work of a group of authors wrote. The most successful are more vague verbal speed, for example: "it appears that ...", "the author of the course work believes that ...", "developed approach allows ...", "first produced a poll ...", "this conclusion is based on ..." and etc.

When writing a term paper a student must necessarily refer to the authors and the sources from which the materials were borrowed. References are given in square brackets, and the figure should match the numbering of the source in the list of used literature sources.

When the course work using comparative methods (comparative) analysis, economic and mathematical modeling, probability theory, mathematical statistics, market research methods (survey questionnaire), and others.

Research results should be used to support concrete proposals and recommendations. Presentation of the material in the main part of the course work is subject to one leading idea, consistent with the theme and purpose.

In your calculations, processing the results, the analysis of the results and evaluation, appropriate use of modern computer technology.

2.6. Conclusions (conclusion)

Conclusions in a separate section of the course work. This section outlines the most important scientific and practical results obtained in the work. Conclusions should contain wording solved problems of the course work, the main results of research, as well as recommendations for the improvement of the test areas, some activities of a pharmaceutical organization.

In content and form, they should be clearly set out, well-reasoned and correlation with known scientific and practical developments.

2.7. List of references

List of used literature sources is recommended to place one of the following ways:

- in the order they appear in the text;
- in alphabetical order of the names of the first authors or titles;
- in chronological order.

Number of bibliographic sources in the list of literature depends on the topic and objectives of the study, and may be 25-30 titles. Should not be included in the

list of those sources for which there was no reference in the text of the course work. References requires the placement of all the sources of information used by both domestic and foreign authors.

The references in the text of the course work is placed in square brackets after the appropriate references, for example [14]. Here, the "14" – a number in the list of references of the publication referred to by the author.

2.8. Appendix

Appendices are not a mandatory element of the course work. However, in practice they are found in most studies. In applications, typically include an auxiliary material for completeness perception of work:

- Information materials that form the basis of analyzes of the topic of the course work;
- intermediate math formulas;
- Samples of questionnaires and tests;
- bulky tables and figures;
- material having indirect (indirect) related to the topic of the study;
- instructions and techniques;
- A description of algorithms and programs, which are designed in the implementation of the course work;
- Illustrations auxiliary character;
- the actual documents of the enterprise;
- promotional materials (catalogs, brochures), and others.

Appendices are a continuation of the course work. They should be placed in the order of appearance in the text work. Each application start on a new page. In accordance with the requirements of the application referred to as follows: "Appendix A," "Appendix B", etc. in alphabetical order. In this case, the words "Annex ..." is written with a capital letter first, (the other letters – small) and is centered on the width of the page. Allowed the division of the application into sections such as "Appendix A.3," "Appendix B.1.2." Illustrations, tables, formulas are numbered in accordance with the application name, such as "Fig. A.3".

Application materials are not included in the total amount of the course work and are not limited quantity. Their selection should be carried out on the basis of ensuring the fullest disclosure and validation studies.

3. RULES AND REQUIREMENTS TO THE COURSE WORK

Given the regulatory requirements, it is necessary to adhere to the presentation of certain types of texts, tables, formulas and illustrations, as well as the rules of registration of the course work.

3.1. Formatted text

Course work must be executed in accordance with the requirements of the university and the department.

Term paper printed on one side of white A4 paper (210x297 mm). Draw up the main text of the paper with the help of computers using the font text editor Word – Times New Roman Cyr size 14, 1.5 line spacing to thirty lines per page.

The text of the course work to be printed, leaving a field of this size: the left – at least 2 cm, right not less than 1 cm, the top – at least 2 cm, bottom – at least 2 cm. Red line starts indention from the beginning of the line to 1.25 cm.

Print font must be clear, black, average fat content. Density of the text of the course work must be the same.

Enter in the text of the individual foreign words, formulas, symbols can be ink, ink, paste in black only, the density of the inscribed text to be close to the density of the main text.

Printing errors, clerical errors and spelling mistakes, which were at the time of writing a term paper, you can fix and paint the white paint with the application at the same place the corrected text. Allowed to have no more than two patches on the same page.

The text of the main part of the course work is divided into sections, subsections, paragraphs and subparagraphs.

Headers structural parts of the course work, "CONTENT", "LIST OF ABBREVIATIONS", "INTRODUCTION", "SECTION", "CONCLUSIONS", "REFERENCES", "APPLICATION" is printed in capital letters large symmetrically to the set. Heading subsections print small letters (except the first large) with paragraph. Point at the end of the title is not set. If the title consists of two or more proposals, they are separated by a dot. Heading paragraphs printed in small letters (except the first large) with paragraph retreat in the selection of the text. At the end of the title, printed in the selection of the text, preceded by a point.

The distance between the header (except for the title of paragraph) and the text must be 2 intervals.

Each structural part of the course work must begin on a new page.

In total course work does not include the application, a list of literature references, tables and figures that completely cover an area of the page. All of the pages of these structural units of course work are subject to continuous numbering. Course work must be bound into a hard cover (folder).

3.2. The numbering of pages and sections

All pages of the course work shall be numbered consecutively, beginning with the title page, where the number is not assigned. Starting with a table of contents, page numbers indicate an unsigned number and arranged in the upper right corner of the page margins without a point at the end.

Page numbering, sections, subsections, paragraphs, subparagraphs, tables, figures, formulas given in Arabic numerals, following the continuous numbering throughout the document.

Such structural part of the course work, as "CONTENT", "INTRODUCTION", "CONCLUSIONS", "REFERENCES", "APPLICATION" does not have a serial number. All the pages that contain the mentioned structural part of the work, are numbered in the usual way. Not only their titles are

numbered, i.e. you can not print: "1. INTRODUCTION" or "SECTION 4. CONCLUSIONS". Partition number is placed after the word "SECTION", after the number of the point is not set, then the red line is printed the title of this section.

Subsections are numbered within each section. At the end of a number of sub-section shall stand point, *for example*: "2.3." (Third section of the second-time case). Then, in the same line lead subsection title.

Paragraphs are numbered within each subsection. Item number includes the serial numbers section, subsection, paragraph, between which puts point. At the end of the numbers there should be a point, such as "1.3.2." (Second paragraph of the third subsection of the first section). Then, in the same line item title lead. The item may not have the title.

Subparagraphs are numbered within each item by the same rules as items.

3.3. Graphic material

Graphic or illustrations (graphs, charts, drawings, diagrams, photographs) should be placed in the course work immediately after the text in which they are mentioned for the first time, or on the next page, if the specified location, they do not fit.

Illustrations indicate the word "Fig." and numbered sequentially within a chapter, with the exception of the illustrations presented in the appendix.

Illustration number shall consist of the section number and serial number of illustrations, among which a dot. For example: Figure 2.1 (first figure of the second section). Each illustration should be sure to have a title that is printed symmetrically to the text. Title illustration lead normal font.

Example

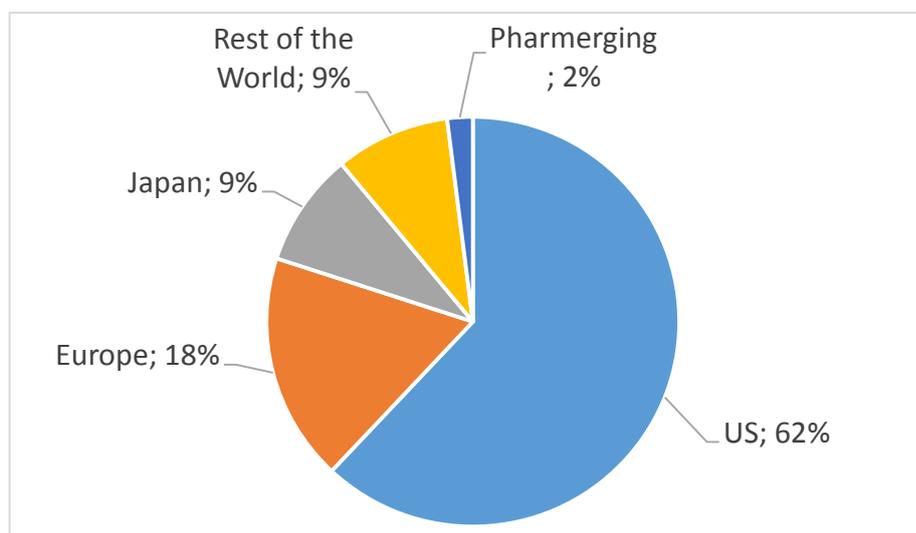


Fig. 2.1. Geographical breakdown (by main markets) of sales of new medicines launched during the period 2007-2012 years.

The figure number, title and explanatory captions are placed sequentially under the illustration. If section provides one illustration, it is numbered according to general rules.

All illustrations should be referenced in the course work.

Illustrations based on the separate pages, include unnumbered pages.

3.4. Tables

Digital material is recommended that you place in the course work in the form of tables. Tables should be placed in the course work immediately after the text in which they are mentioned for the first time, or on the next page, if the specified location, they do not fit.

Tables should be numbered consecutively (except for the tables presented in the appendix) within a section. In the upper right corner of the relevant heading of the table is placed the inscription "*Table*" with the number. Table number shall consist of the section number and the serial number of the table, between which a dot. For example: *Table 2.1* (first table of the second section).

If the section has only one table, it is numbered according to general rules.

Each table should have a title that is placed below the word "*Table*" and print symmetrically to the text. The table name result in bold. Word "*Table*" and the title starts with a capital letter, the point at the end of the title is not assigned. Column headings of the table must begin with uppercase letters, lowercase with subtitles, if the latter are subject header. Column headings are indicated in the singular. Count "No" in the table should not be included.

Example
Table 2.1

Europe's top performing high-technology sectors

Industry (EFPIA total)	1999	2000	2011	2012
	Values in euro million			
Production	63,010	125,301	205,622	210,000
Exports	23,180	90,935	288,573	305,000
Imports	16,113	68,841	212,135	225,000
Trade balance	7,067	22,094	76,438	80,000

Table is placed in the text so that it can be read without turning the unit or bound with a clockwise turn. Table with many rows can be moved to the next page.

When you transfer the table to another page the word "*Table*" and the number of its point once to the right on the first part of the table, over other parts of writing the word "*Continue of table*" and indicate the number of the table. For example, "*Cont. table 1.2.*". The table name is not repeated. If the column header high, allowed not to repeat them. In this case, should be numbered columns and repeat their numbering on the next page.

The text in the table is recommended to print a size not less than 8 single-spaced.

If digital or other data in any row of the table are not available, you should put a dash. If all parameters listed in the table are expressed in the same unit, it is placed in the title designation.

Replace quotes repeating table numbers, mathematical signs, percent signs, symbols trademark designation of regulations is not allowed.

All tables must be cited in the text, with the word "table" in the text written in abbreviated form, for example: "... presented in table 1.2." In the case of

repeated references to the table need to be abbreviated the word "see", for example, "see table. 1.2."

3.5. Formula

When using the formulas necessary to adhere to certain rules.

Formula should be allocated from the text of the course work in separate lines. Above and below each formula should be left at least one free line. If the formula does not fit on one line, it should be moved after the equal sign (=), or after the plus sign (+), minus (-), or after other mathematical symbols and their obligatory repetition of a new line.

Explanation of the symbols and numerical values of the coefficients to be supplied directly by the formula in the order in which they appear in the formula. The meaning of each symbol and the numerical coefficient to be supplied with a red line. The first line begins with an explanation of the word "where" without a colon.

Formula (if more than one) are numbered within a chapter. Phone formula consists of the partition number and the serial number of the formula in the section between them to finish. Non formulas represent Arabic numerals and write near the right field sheet at the corresponding formula in parentheses without points after the formula to her room. For example: (2.1) (the first formula of the second section).

A number that does not fit in line with the formula is transferred to the next line below the formula. Equation number when transferring it can accommodate at the last line. If the formula is taken in the frame, the number of such a formula is written outside the box on the right side in front of the main line of the formula. Number of formula-fed shot at the main horizontal dashes formula.

The general rule of punctuation in the text of the formulas is the formula is included in the proposal as its equal member. So at the end of the formulas in the text in front of them separating characters put under the rules of punctuation.

Example

The speed of turnover (S_t) shows how many times during the same period sold and renewed the existing stock of commodity:

$$S_t = \frac{T}{S_{av.}}, \quad (2.1)$$

where T – turnover for the period;

$S_{av.}$ – the average stock for the period.

Colon before the formula put only in cases prescribed by the rules of punctuation, a) in the text before the formula is given a generalized word; b) it requires the construction of the text that precedes the claims.

Dividing signs between the formulas that go one by one and not separated text, can be a comma or a semicolon immediately after the formula to her room.

All formulas should be cited in the text.

3.6. Rules for writing literature

Information about the literary sources used for writing a term paper, make out in accordance with the requirements of international and national operating standards for library and publishing titles with mandatory guidance work.

Samples of design of bibliographic description in the literature term paper in paragraph 10 methodical recommendations (Form 4).

4. REVIEWING COURSEWORK

After editing the text and finalize course work provides students at the Department of pharmaceutical Marketing and Management in for review.

Pre-course work may be evaluated as follows:

- Work is allowed for defense;
- permitted to work under the conditions of the protection of such shortcomings are addressed, as ... (indicate deficiencies in content and design);
- Operation is not allowed to defend due to the fact that ... (not fully disclosed subject; design work does not meet current standards).

Student must carefully consider all comments and recommendations of the supervisor and resolving all of these disadvantages. Systematic work on the course work is the key to quality of its implementation and successful defense.

After checking the course work with a review of the supervisor returned to the author. Deficiencies, which indicated the head, should be removed to protect the course work.

5. PROTECTION COURSE WORK

Protection course work takes place at the department before the commission with the participation of the supervisor. The committee consists of Head of the Department and the teachers of the department.

Protection course work demonstrates not only the student's ability to independently carry out the study course, but also gives an idea of the committee members about the degree of student ownership of theoretical material, its ability to apply theoretical knowledge obtained during the execution of practical tasks and the level of training of the future master's specialty "Pharmacy" as a whole .

During the presentation, the student calls the theme and purpose of the study; substantiates the relevance, scientific and practical significance of the work; summarizes its essence and results. During the report should not be completely retell the content of all sections, methods and techniques of calculation. Emphasis should be given to the practical part of the work, the personal contribution of the author of the course work in the studies. At the end of the performance necessary to draw conclusions and formulate concrete proposals set out in the course work tasks as well as to report on the practical application of research results.

The report should be clear, logically constructed, emotional, and may be accompanied by demonstration material in the form of a computer presentation that is prepared using the Microsoft Corporation PowerPoint. Duration of the report should not exceed 10 minutes.

In the protection of the course work, the author should give clear reasoned answers to the questions of the committee members and those present at the defense, and make an informed explanation of the comments made.

According to the results of the review and the protection of the course work the student exhibiting the corresponding score.

If a student scored 1-34 points, he must re-run the course work on the new theme. If a student scored 35-59 points, he is obliged to recycle the old theme of the course work. If a student scored 60-100 points, course work is considered protected.

Repeated protection coursework must be completed before the start of the final module control. Students who do not pass and defended in time course work, to the final module control are not allowed.

6. EVALUATION CRITERIA COURSEWORK

Evaluation of course work carried out on completion of its implementation. The maximum number of points when evaluating the course work equals 100 Course work must meet the general requirements for writing term papers. When evaluating the course work is taken into account the following:

- compliance with the general requirements for the structure of the work;
- Execution of work in accordance with the rules and general requirements;
- correspondence between the theme and content;
- the magnitude of the experimental part;
- the validity of the results obtained;
- Protection of the course work.

Evaluation of the course work is carried out on the ECTS scale and according to the criteria that have been developed by teachers of the department (Table. 1).

Table 1

Criteria for assessing coursework

No	Criteria for evaluation	Point (max)
GENERAL PROVISIONS		
1	Competent, logical, structured presentation of textual material (including quality, reasonable introduction and conclusion, the ratio between the theoretical and practical aspects of the study of not less than 80:20), the application of theoretical knowledge in the analysis of the practical work	20
2	Independent approach to the formulation and justification of the purpose, objectives, and in accordance with, the content of the course work	5
3	Lighting of the existing approaches to the solution of the problem under investigation in the general literature and specialized pharmaceutical publications	5
4	Ability to independently, competently organize and interpret information, the results of research	5
5	The use of modern methods, which confirm the validity of self-representation and the proposals made	5

6	The practical part of the course work includes direct study of the problem and is based on reliable information	5
7	The novelty and originality of the theme of the course work	5
8	Using the literature of foreign authors	5
9	Student regularly attended consultation with the supervisor of the course work	5
10	Compliance with the students of professional ethics (to avoid plagiarism of data – the presence attracted scientific data without appropriate references to sources)	5
11	Presentation of the course work to verify the teacher no later than the deadline	5
Total points for the content, timeliness protection coursework		70 (max)
DESIGN OF COURSE WORK		
12	Making the course work in the common rules (has a clear structure, pages, sections, numbered, tables, figures, charts, diagrams, etc. are consecutively numbered and have a title that reflects the content; bibliographic reference in the text corresponds to the number in the list used literature)	5
13	List of used literature sources is decorated in accordance with the requirements and has no fewer than 25 titles, including not only textbooks, dictionaries, but also scientific monographs, articles, guidelines, etc.	5
14	Careful design of the course work, the lack of spelling and grammatical errors (especially when using professional terminology)	5
Total points for the design of the course work		15 (max)
PROTECTION COURSE WORK		
15	Competent and logical report of student	5
16	Adequate answers to the questions of the student of the faculty during the defense of the course work, the ability to use professional terminology in the response time	5
17	Report is accompanied by presentation material	5
Total points for the protection of the course work		15 (max)
The grade for the course work		100 (max)

Scale of assessment of coursework

National Scale	Rating, the scores	Scale ECTS	
Excellent	90–100	Excellent	A
Good	82–89	Very good	B
	74–81	Good	C
Satisfactorily	64–73	Satisfactorily	D

	60–63	Sufficient (meets the minimum criteria)	E
Unsatisfactory	35–59	Unsatisfactory	FX
Not admitted	1–34	Not admitted (more work was needed)	F

7. RECOMMENDED LIST OF THEMES COURSE WORK

1. The organizational structure of management of the pharmaceutical service.
2. Analysis of the organizational structure of the pharmaceutical enterprise
3. The organization of labor manager pharmaceutical (pharmacy) Business
4. Study of the planning system in pharmaceutical organizations (pharmacies, wholesalers and wholesale and retail firms).
5. Developing a business plan pharmaceutical organizations (pharmacies, wholesale drug company, production company).
6. Government regulation of business activity of the pharmaceutical (pharmaceutical) company.
7. Record keeping and document pharmaceutical companies
8. Human Resource Management at the enterprises of pharmaceutical profile.
9. The study of human resource management at the pharmaceutical companies.
10. Human Resource Management pharmaceutical organizations.
11. Conflict Management in the pharmaceutical organization.
12. Effectiveness of Pharmaceutical Organization (wholesale, retail and wholesale company, pharmacy).
13. Pharmaceutical ethics and deontology in the practice of pharmaceutical companies.
14. Market Research anthelmintic drugs in the country.
15. Market research of herbal medicines.
16. Analysis of the market of drugs used in pediatrics.
17. Segmentation of the consumer market drugs
18. Modern principles of customer loyalty to the pharmacy.
19. A study of consumer attitudes to a pharmaceutical company (brand).
20. Assortment of medicines in pharmacies.
21. Assortment Management drugstores.
22. Analysis of the range of antifungal drugs.
23. The role of dietary supplements in the assortment policy pharmacies.
24. Analysis of the positioning strategy of the pharmacy.
25. Determination of the competitiveness of the pharmaceutical (pharmacy) Business
26. Assessment of the competitiveness of medicines.
27. Comparative evaluation of the competitiveness of dietary supplements and medicinal products containing herbal ingredients.
28. Marketing management of commodity policy pharmaceutical company.
29. New drugs firm "X" on the market.
30. Pricing policy of pharmaceutical companies.
31. Politics distribution of pharmaceutical products.

- 32.Sales business activities Pharmaceutical Organisation (pharmacies, wholesale drug company, production company).
- 33.Forecasting sales of drugs in the pharmacy.
- 34.A study of policies of pharmaceutical companies to promote products.
- 35.Organization of the medical (pharmaceutical) representatives.
- 36.The role of merchandising in the promotion of drugs pharmacy businesses.
- 37.Merchandising in wholesale and retail trade.
- 38.Development and implementation of brand strategy of the pharmaceutical (pharmaceutical) company.
- 39.Analysis of the image of the pharmaceutical (pharmaceutical) company.
- 40.An analysis of the components of corporate identity pharmacy (pharmaceutical) company.
- 41.Control of marketing activities of the pharmaceutical company.
- 42.Foreign control mechanisms in pharmacy.
- 43.The influence of external factors on the activity of the pre-pharmaceutical enterprises.
- 44.Effective organization of work in pharmaceutical companies (firms).
- 45.Methods of control in pharmacy.
- 46.Strategic planning at enterprises of pharmaceutical profile.
- 47.Foreign economic activity of the pharmaceutical market.
- 48.Social responsibility and business ethics of pharmaceutical firms.
- 49.Analysis of communicative activities pharmaceutical company and an assessment of its effectiveness.
- 50.Foreign information and management systems.
- 51.Foreign automated information retrieval systems in pharmacy.
- 52.The main provisions of the labor law of the country.
- 53.Characteristics of the pharmaceutical market in the country.
- 54.Evaluation of the marketing mix pharmaceutical company.
- 55.Analysis of the marketing activities of pharmaceutical (pharmaceutical) company.
- 56.Organizational structure of overseas marketing services.
- 57.Analysis of the pharmaceutical enterprise segment of the market and the choice of the definition of capacity.
- 58.Determining the need for medications.
- 59.Innovation activities of enterprises of pharmaceutical profile.
- 60.Government regulation and control of the process development and manufacture of pharmaceuticals.
- 61.Pricing strategies and their use in marketing activities of the pharmaceutical company.
- 62.The system of marketing of pharmaceutical products in the country.
- 63.Sales policy in foreign trade activities of pharmaceutical companies.
- 64.Sales promotion of medicinal products in the pharmaceutical companies in the country.
- 65.Planning of advertising campaigns and evaluate their effectiveness (for example, pharmaceutical companies of the country).

- 66.State law on advertising. Features advertising drugs.
- 67."PR" in the management and marketing of foreign pharmaceutical firms.
- 68.Analysis of PR-strategy of the pharmaceutical company.
- 69.Foreign news marketing system in the field of pharmacy.
- 70.Foreign practice marketing activities of pharmaceutical companies.

8. ROUGH PLAN OF THE COURSE WORK

Theme 1. ORGANIZATIONAL STRUCTURE OF PHARMACEUTICAL SERVICE

INTRODUCTION

SECTION 1. FORMATION, DEVELOPMENT, PROBLEMS AND PROSPECTS OF MANAGEMENT OF PHARMACEUTICAL INDUSTRY COUNTRY

1.1. Historical stages of development and formation of the control system of the pharmaceutical service of the country

1.2. Feature control the pharmaceutical industry of the country

1.3. Key achievements, challenges and trends in the development of the pharmaceutical industry in the country at the present stage

SECTION 2. STUDY OF THE STRUCTURE OF PHARMACEUTICAL-ADDICTION SERVICE (AT THE LOCATION OF THE BASE PRACTICES)

2.1. The place of pharmacy in management structure of the country

2.2. Analysis of the organizational structure of the studied pharmacy. Management hierarchy in the pharmacy

2.3. Study of the distribution of powers, duties, reporting lines and responsibilities of workers pharmacy – practice base

2.4. Identify the benefits and disadvantages of the current governance structure

2.5. Recommendations to improve the governance structure

CONCLUSIONS

REFERENCES

Topic 2. ANALYSIS OF ORGANIZATIONAL STRUCTURE PHARMACY COMPANIES

INTRODUCTION

SECTION 1. DESCRIPTION INTERNAL VARIABLE ORGANIZATION

1.1. Goals and objectives of the pharmacy enterprise

1.2. Technology in retail and wholesale sales, extemporaneous compounding

1.3. Criteria for the state and structure of pharmacy

SECTION 2. ANALYSIS OF ORGANIZATIONAL STRUCTURE OF PHARMACIES (base practices)

2.1. Parameters determine the structure of the pharmacy

2.2. Relationship between the structure pharmacy and other variables

2.3. The effectiveness of the organizational structure of the pharmacy – practice base

CONCLUSIONS

REFERENCES

**Theme 3. LABOUR ORGANIZATION MANAGER PHARMA (Pharmacy)
ORGANIZATIONS**

INTRODUCTION

SECTION 1. SELF-MANAGEMENT MANAGEMENT AS A TREND

1.1. The concept of self-management and its causes

1.2. Advantages of self-management

1.3. Function of self-management ("Circle Rules"): setting goals; planning; decision-making; implementation and organization; control; information and communication

SECTION 2. ANALYSIS OF APPROACHES TO LABOR ORGANIZATION MANAGER

2.1. Planning of the head within the self-management (types of plans on the timing, direction, performance)

2.2. Analysis of approaches to workplace organization manager (director, head of pharmacy, company)

2.3. Evaluating the effectiveness of labor management (director, head of pharmacy, company)

2.4. Recommendations to improve the management of labor

CONCLUSIONS

REFERENCES

**Theme 4. STUDY OF PLANNING OF PHARMACEUTICAL
ORGANIZATION**

INTRODUCTION

SECTION 1. PLANNING FUNCTION AS A COMPONENT OF EFFECTIVE MANAGEMENT OF PHARMACEUTICAL ORGANIZATION

1.1. Strategy and its role in the planning of a pharmaceutical organization

1.2. The hierarchy of objectives, analysis of opportunities and threats of the company

1.3. Current and operational planning

SECTION 2. STUDY OF THE ACTION PLANNING SYSTEM IN PHARMACEUTICAL ORGANIZATION

2.1. Analysis of the firm (pharmacies) for planning its activities

2.2. Marketing planning in the overall planning system

2.3. Engaging our employees (pharmacies) for a strategic and current planning as a motivational factor: employee participation in the formulation of the mission and goals of the organization; employee participation in the justification of indicators of financial and economic activity

2.4. Analysis of the effectiveness of the planning system in a pharmaceutical organization

CONCLUSIONS

REFERENCES

Theme 5. DEVELOPING A BUSINESS PLAN FOR PHARMACEUTICAL ORGANIZATION

INTRODUCTION

SECTION 1. APPROACHES TO BUSINESS PLANNING IN PHARMACY

1.1. The value of a business plan for a pharmaceutical organization

1.2. Order and the principle of preparing a business plan

SECTION 2. COMPOSITION OF A BUSINESS PLAN FOR pharmaceutical organization "....."

2.1. The purpose of a business plan to an activity

2.2. Summary Business Plan

2.3. Marketing Plan

2.4. Plan production (service)

2.5. Financial Plan

CONCLUSIONS

REFERENCES

Topic 6. GOVERNMENT REGULATION OF ENTERPRISE ACTIVITY PHARMACEUTICAL (PHARMACY) ORGANIZATIONS

INTRODUCTION

SECTION 1. PRINCIPLES OF GOVERNMENT REGULATION AND CONTROL IN PHARMACY

1.1. Management at the stage of the business units

1.2. Business entities and their state registration. Subjects of the pharmaceutical market

1.3. Licensing as a principle of state regulation of pharmaceutical activities in the country

SECTION 2. ORGANIZATION OF PHARMACY INSTITUTIONS

2.1. Algorithm opening pharmacies in the country – the basis of practice.

2.2. Characteristics of the product portfolio of pharmaceutical institution

2.1.1. Dynamics and structure of the range of drugs

2.1.2. Dietary Supplements

2.1.3. Medical products

2.1.4. Cosmetics & Skin Care

2.1.5. Optics

2.1.6. Baby Food

2.3. Analysis of sales and profitability of the goods drugstores

2.4. Analysis of financial and economic performance of the pharmaceutical institution

CONCLUSIONS

REFERENCES

Topic 7: OFFICE WORK AND DOCUMENT OF PHARMACY ENTERPRISES

INTRODUCTION

SECTION 1. FOUNDATIONS OF FILING IN THE CHEMIST'S ENTERPRISES

1.1. Meaning and features of workflow and document management in pharmaceutical companies

1.2. Legislation governing record keeping and document management in pharmaceutical companies

1.3. Classification of the main documents used in the document pharmacy businesses

SECTION 2. STUDY OF FILING AND DOCUMENT PHARMACIES – BASE PRACTICE

2.1. The order of documents in the pharmacy: registration of incoming and outgoing documents, responsible for the execution of documents, allocation of responsibilities for the execution of documents, the process of monitoring the execution of documents (differentiated by type of document)

2.2. Analysis of the range of cases in a pharmacy. Advantages and disadvantages. Recommendations for optimizing

2.3. Formation of document archives. Examination of the value of the documents in the pharmacy

2.4. Analysis of the use of technology in the workflow.

2.4.1. The structure of storage of documents in electronic form

2.4.2. Study of automated management and information retrieval systems used in the pharmacy. Business processes automation which is carried out with the help of computer programs.

2.4.3. Analysis of the use of electronic pharmacy order drugs from wholesalers. On-line document management with suppliers

CONCLUSIONS

REFERENCES

Topic 8: HUMAN RESOURCE MANAGEMENT AT PHARMACEUTICAL ENTERPRISES

INTRODUCTION

SECTION 1. THEORETICAL BASIS OF VALUES MANAGE LABOR AND STAFF OF THE ORGANIZATION

1.1. The system of human resource management in the pharmaceutical industry in the country

1.2. Characteristics of human resources and personnel of the organization

1.3. Stimulation of staff at the enterprises of pharmaceutical profile

SECTION 2. MANAGEMENT STUDY GUIDELINES LEVEL CADRES OF PHARMACY INSTITUTIONS (FIRMS)

2.1. Analysis of staff rotation causes rotation and its motives (period: 3-5 years)

2.2. Investigation methods and management style head pharmaceutical institution (firm)

2.3. Analysis of turnover in the pharmacy, its causes

2.4. Analysis of means to promote the work of the personnel pharmacies, their effectiveness

CONCLUSIONS

REFERENCES

Topic 9: STUDY OF PERSONNEL MANAGEMENT PHARMACEUTICAL PLANTS

INTRODUCTION

SECTION 1. MODERN TRENDS OF WORKFORCE IN THE ORGANIZATION

- 1.1. Personnel management as a component of the success of the enterprise
- 1.2. Modern approaches to the formation of the staff of pharmaceutical companies
- 1.3. Professional development as a factor in increasing the efficiency of business

SECTION 2. STUDY OF MAJOR COMPONENTS OF PERSONNEL POLICY OF PHARMACEUTICAL COMPANIES

- 2.1. Analysis of the activity of the head of Personnel Management
- 2.2. Study of the system and methods of motivating employees of pharmaceutical companies
- 2.3. Study of the state of the corporate culture of the pharmaceutical enterprise
- 2.4. The study of activities of pharmaceutical companies to adapt young professionals

CONCLUSIONS

REFERENCES

Topic 10: PERSONNEL MANAGEMENT OF PHARMACEUTICAL

INTRODUCTION

SECTION 1. THEORETICAL FOUNDATIONS OF PERSONNEL MANAGEMENT IN THE ORGANIZATION

- 1.1. Meaning of human resource management in the pharmaceutical organizations
- 1.2. Functions as the head of the pharmacy personnel manager
- 1.3. Basic principles of selection and selection in a pharmacy in modern conditions
- 1.4. Adaptation of workers in collective

SECTION 2. EVALUATION OF MANAGEMENT PERSONNEL AND ORGANIZATION

- 2.1. Analysis of the personnel management system in the organization
- 2.2. The leader's role as a formal and informal leader.
- 2.3. Types of subordinates in the study pharmacy
- 2.4. The influence of organizational structure on the work of staff

CONCLUSIONS

REFERENCES

Topic 11: MANAGEMENT OF CONFLICTS IN PHARMACEUTICAL ORGANIZATION

INTRODUCTION

SECTION 1. CONFLICTS OF TYPES AND CAUSES

- 1.1. Nature and types of conflict
- 1.2. The causes of conflict in the organization
- 1.3. Ways of regulating conflict

SECTION 2. PRACTICAL BASES OF CONFLICT MANAGEMENT IN THE PHARMACY – practice-based

- 1.1. The study of the causes of conflict in the pharmacy
- 1.2. Analysis of the effects of the conflict situation in the pharmacy
- 1.3. Analysis of the behavior of the head of the organization in conflict resolution
- 1.4. Actions of subordinates in resolving conflicts
- 1.5. Development of a model of effective conflict management in the pharmacy

CONCLUSIONS

REFERENCES

Theme 12: EFFECTIVE MANAGEMENT OF PHARMACEUTICAL ORGANIZATIONS

INTRODUCTION

SECTION 1. MANAGEMENT EFFICIENCY AS A COMPONENT OF SUCCESSFUL ORGANIZATION

- 1.1. The system of indicators (criteria) the success of the organization
- 1.2. Financial and economic indicators of enterprise performance
- 1.3. Methods of study and approaches to the definition of organizational effectiveness

SECTION 2. EFFICACY STUDY OF THE WORK OF PHARMACEUTICAL Organizations (the object of study – the base of the practice)

- 2.1. Analysis of financial and economic performance of firms (pharmacies)
- 2.2. Analysis of labor productivity in the organization and the factors influencing it
- 2.3. Assessing the level of management by objectives in the organization (tree of goals, involvement of employees in goal setting, motivation of employees by objectives, the use of goals as specifications or performance criteria, etc.)
- 2.4. The role of psychological criteria in the effective management of

CONCLUSIONS

REFERENCES

Topic 13: PHARMACEUTICAL ETHICS AND DEONTOLOGY IN PRACTICAL ACTIVITIES PHARMACY ENTERPRISES

INTRODUCTION

SECTION 1. SUMMARY OF BUSINESS ETHICS

- 1.1. Historical perspective of business ethics
- 1.2. Meaning of ethics for modern business
- 1.3. Deontology as part of business ethics

SECTION 2. ETHICS AND DEONTOLOGY IN THE PRACTICAL ACTIVITIES OF PHARMACEUTICAL INSTITUTIONS

- 2.1. Study on the feasibility of using in practical pharmacy principles of ethics and deontology
- 2.2. Analysis of the application of the principles and provisions of the pharmaceutical ethics and deontology in the pharmacy-practice-based
- 2.2. Development of recommendations to improve and implement in practice pharmacy modern principles of ethics and deontology

CONCLUSIONS

REFERENCES

Topic 14: MARKET RESEARCH ANTHELMINTIC DRUGS IN THE COUNTRY

INTRODUCTION

SECTION 1. THE PROBLEM OF DRUG PROVISION IN PARASITOLOGY

- 1.1. Market research of medicinal products: meaning, direction, methods
- 1.2. The incidence of helminthic infections in the general structure of parasitic diseases
- 1.3. Analysis of the market of antiphrostatic drugs country

SECTION 2. MARKETING RESEARCH ANTHELMINTIC DRUGS

- 2.1. Analysis of the range of anthelmintic drugs in the pharmacy-practice-based
 - 2.1.1. Determination of specific gravity of anthelmintic drugs in the general range of pharmacy (base practices)
 - 2.1.2. Determination of the resistance range
- 2.2. Calculation of the competitiveness of anthelmintic drugs
- 2.3. The study of motivation of consumers of anthelmintic drugs

CONCLUSIONS

REFERENCES

Topic 15: MARKET RESEARCH OF HERBAL MEDICINES

INTRODUCTION

SECTION 1. STUDY DEVELOPMENT TRENDS OF HERBAL MEDICINES

- 1.1. The current state of the pharmaceutical market in the country
- 1.2. The popularity of the use of herbal medicines
- 1.3. Analysis of the market of herbal medicines country

SECTION 2. MARKET ANALYSIS OF HERBAL MEDICINES

- 2.1. Analysis of the range of herbal medicines in the country
- 2.2. Ranking drugs
- 2.3. Analysis of consumer preferences in the choice of herbal medicines
- 2.4. The analysis of price conjuncture

CONCLUSIONS

REFERENCES

Topic 16: MARKET ANALYSIS OF THE DRUGS USED IN PEDIATRICS

INTRODUCTION

SECTION 1. MARKET ANALYSIS OF CHILDREN'S DRUGS

- 1.1. Classification of medicines for children by pharmacological groups, dosage forms
- 1.2. Marketplace "window" of children's medicines in the pharmaceutical market of the country

SECTION 2. MARKET ANALYSIS OF CHILDREN'S DRUGS IN THE COUNTRY

- 2.1. Analysis of the range of children's medicines (depth, width, comparable view of the dosage form)
- 2.2. Determine the proportion of the range of children's medicines in the general range of children's medicines regional market

- 2.3. Analysis of the manufacturers of children's medications
- 2.4. Expert assessment of children's medicines and identification of drugs with the highest and lowest demand

CONCLUSIONS

REFERENCES

Topic 17: CONSUMER MARKET SEGMENTATION OF MEDICINAL PREPARATIONS

INTRODUCTION

SECTION 1. METHODOLOGICAL FOUNDATIONS OF THE CONSUMER MARKET SEGMENTATION

- 1.1. Goals and milestones of market segmentation
- 1.2. Segmentation principles of individual consumers
- 1.3. Methods of segmentation analysis

SECTION 2. PRACTICAL BASICS CONSUMER SEGMENTATION OF DRUGS

- 2.1. Feature segmentation of consumers of drugs
- 2.2. Segmentation of consumers of drugs on the example of the pharmacy-practice base
- 2.3. Benefit segmentation of consumers for the pharmacy
- 2.3. Recommendations to improve the individual performance of a pharmacy in accordance with the results of customer segmentation

CONCLUSIONS

REFERENCES

Topic 18: MODERN PRINCIPLES OF FORMATION OF CONSUMER LOYALTY TO PHARMACY

INTRODUCTION

SECTION 1. THEORETICAL FOUNDATIONS OF LOYALTY

- 1.1. Determination of customer loyalty. Terms of loyalty
- 1.2. Types of loyalty, their characteristics
- 1.3. Methods for measuring loyalty

SECTION 2. PRACTICAL ASPECTS OF CONSUMER LOYALTY TO PHARMACY – practice base

- 2.1 Analysis of the factors influencing the formation of customer loyalty
- 2.2. Defining the parameters of the pharmacy affecting buyer satisfaction with pharmacy
- 2.3. Assessment of the degree of customer satisfaction quality of pharmaceutical care pharmacy
- 2.4. Determination of customer loyalty to the pharmacy
- 2.4. Practical examples of loyalty programs in the activities of the pharmacy

CONCLUSIONS

REFERENCES

**Topic 19: STUDY CONSUMER ATTITUDES TOWARDS
PHARMACEUTICAL COMPANY (TRADEMARK)**

INTRODUCTION

**SECTION 1. THEORETICAL BASIS OF RESEARCH CONSUMER
BEHAVIOR**

- 1.1. Direction of consumer research of pharmaceutical products
- 1.2. Approaches to the study of consumer attitudes toward the company (brand)
- 1.3. Methods of measurement of consumer attitudes

**SECTION 2. ASSESSMENT CONSUMER ATTITUDES TOWARDS
PHARMACEUTICAL COMPANY (TRADEMARK)**

- 2.1. Brief description of the object of study
- 2.2. Definition of evaluation criteria characterizing the activities of the company (brand), and their importance to consumers
- 2.3. Measurement of the firm (the brand) of its competitors
- 2.4. Recommendations to strengthen their market position

CONCLUSIONS

REFERENCES

Topic 20: CREATING A RANGE OF MEDICINES IN PHARMACIES

INTRODUCTION

**SECTION 1. THE STATE OF THE PHARMACEUTICAL MARKET IN THE
COUNTRY**

- 1.1. Fields of research pharmaceutical product and its characteristics in marketing
- 1.2. Principles of construction of rational assortment structure of commodity supply

**SECTION 2. ANALYSIS RANGE OF MEDICINES PHARMACY COMPANIES
(base practices)**

- 2.1. The structure and characteristics of the range of drugs (width, depth, consistency, color saturation)
- 2.2. Distribution of pharmaceutical groups (FG), depending on demand.
- 2.3. The calculation of the range of economic indicators: the proportion of the volume of the implementation of individual groups; share of income for FG; competitiveness of a particular calculation of drugs of certain FG, speed drug stability range
- 2.4. Proposals for a range of drugs in the pharmacy

CONCLUSIONS

REFERENCES

**Theme 21: MANAGEMENT OF ASSORTMENT OF PHARMACEUTICAL
INSTITUTIONS**

INTRODUCTION

SECTION 1. THEORETICAL FOUNDATIONS OF ASSORTMENT POLICY

- 1.1. Tasks range policy drugstores
- 1.2. Stages of formation range in the pharmacy
- 1.3. Regulatory framework for the formation of the range in the pharmacy

1.4. Factors affecting the formation of assortment

SECTION 2. STUDY OF RANGE OF PHARMACEUTICAL INSTITUTIONS

2.1. Feature range pharmacy

2.2. Analysis of demand for drugs individual pharmaceutical groups

2.3. Criteria for the pharmacy range of medical products

2.4. Identification of priority areas in the formation range pharmacy

CONCLUSIONS

REFERENCES

Theme 22: ANALYSIS OF RANGE of ANTIFUNGAL MEDICINES

INTRODUCTION

SECTION 1. THEORETICAL BASIS OF ASSORTMENT POLICY

1.1. Assortment policy enterprises of pharmaceutical profile

1.2. Factors affecting the formation of assortment in pharmacies

SECTION 2. ANALYSIS RANGE OF ANTIFUNGAL MEDICINES

PRESENTED IN PHARMACY

2.1. Depth range of antifungal drugs

2.2. Dynamics of changes in the range of antifungal drugs, its share in the range of antifungal drugs on the market in the region

2.3. Analysis of the manufacturers of antifungal drugs, presented at the pharmacy

CONCLUSIONS

REFERENCES

Topic 23: ROLE OF DIETARY SUPPLEMENTS IN THE ASSORTMENT POLICY DRUGSTORE

INTRODUCTION

SECTION 1. FORMATION OF ASSORTMENT POLICY OF THE DRUGSTORE

1.1. General principles of assortment policy

1.2. Trends in the formation of assortment policy in relation to dietary supplements

SECTION 2. DESCRIPTION ASSORTMENT GROUP OF DIETARY SUPPLEMENTS

2.1. Dynamics of changes in the ratio of dietary supplements in the general range of pharmacy

2.2. Factors influencing the inclusion of dietary supplements in the general range of pharmacy

2.3. Depth, width range of dietary supplements in the pharmacy

2.4. Analysis of the manufacturers of dietary supplements, price comparison

CONCLUSIONS

REFERENCES

Topic 24: ANALYSIS OF POSITIONING STRATEGY OF PHARMACIES

INTRODUCTION

SECTION 1. THEORETICAL FOUNDATIONS OF POSITIONING

1.1. Determining target ranking

- 1.2. Criteria for ranking the company
- 1.3. Strategies for effective positioning of the enterprise
- SECTION 2. ANALYSIS OF POSITIONING STRATEGY PHARMACIES – practice base
- 2.1. Determining the current position of the pharmacy and its competitors
- 2.2. Analysis of the competitive advantages or differences from competing pharmacies
- 2.3. Qualification recognition pharmacy
- 2.4. Recommendations for strengthening the positions of pharmacy
- CONCLUSIONS
- REFERENCES

Topic 25: DETERMINATION OF COMPETITIVENESS PHARMACY COMPANIES

- INTRODUCTION
- SECTION 1. THEORETICAL BASIS OF THE CONCEPT OF COMPETITIVENESS
- 1.1. Competitiveness as a component of the success of the organization
- 1.2. Factors determining the competitiveness of an enterprise
- 1.3. Approaches to assessing the company's competitiveness
- SECTION 2. ANALYSIS COMPETITIVE POSITION PHARMACIES (FIRM)
- 2.1. Analysis of factors of competitiveness of pharmacy (firm).
- 2.2. Assessment of competitiveness pharmacy
- 2.3. Recommendations to strengthen the competitive position of the pharmacy
- CONCLUSIONS
- REFERENCES

Topic 26: EVALUATION OF COMPETITIVENESS DRUGS

- INTRODUCTION
- SECTION 1. THE COMPETITIVENESS OF DRUGS AS AGGREGATE QUALITY AND COST CHARACTERISTICS OF THE GOODS
- 1.1. The concept of competitiveness of the goods
- 1.2. Regulatory, technical and economic evaluation parameters Item
- 1.3. Quality and quality criteria medicines. Quality control
- 1.4. Means of improving the competitiveness of the goods. Benchmarking
- SECTION 2. COMPETITIVENESS STUDY OF DRUGS (for example, a particular pharmacotherapeutic group)
- 2.1. Domestic and foreign drug manufacturers. Trademarks drugs
- 2.2. Analysis of the range of drugs specific pharmacotherapeutic group in pharmacies
- 2.3. Calculation of the competitiveness of medicines
- 2.4. Comparative evaluation of indicators of consumer preferences of domestic and foreign products
- CONCLUSIONS
- REFERENCES

Topic 27: COMPARISON OF THE COMPETITIVENESS OF DIETARY SUPPLEMENTS AND DRUGS CONTAINING PLANT COMPONENTS

INTRODUCTION

SECTION 1. THEORETICAL BASIS OF THE COMPETITIVENESS OF GOODS

1.1. Study and evaluation methods competitiveness of

1.2. To identify the main points of contact between dietary supplements and drugs

SECTION 2. ASSESSMENT OF THE COMPETITIVENESS OF FOOD ADDITIVES AND DRUGS CONTAINING PLANT COMPONENTS

2.1. Analysis of the market for drugs and dietary supplements containing herbal ingredients

2.2. Consumer preferences for dietary supplements and medicines

2.3. Calculation competitiveness dietary supplements and medicines

CONCLUSIONS

REFERENCES

Topic 28: MARKETING MANAGEMENT COMMODITY POLICY PHARMACEUTICAL COMPANIES

INTRODUCTION

SECTION 1. MARKETING MANAGEMENT OF COMMODITY POLICY

1.1. Definition of product policy. Decisions taken within the commodity policy

1.2. The essence of marketing management of commodity policy pharmaceutical company

1.3. Planning and management of production of the enterprise, its product portfolio

SECTION 2. MARKETING RESEARCH POLICY OF MERCHANTABILITY PHARMACEUTICAL COMPANIES

2.1. General characteristics of the enterprise. Position of the company on the pharmaceutical market

2.2. Marketing management of commodity policy of the enterprise. Analysis of the structure of the enterprise range

2.3. ABC-analysis of the range of drugs

2.4. Assortment Management Company using the modified matrix BCG

CONCLUSIONS

REFERENCES

Topic 29: NEW DRUGS OF FIRM "X" IN THE MARKETS

INTRODUCTION

SECTION 1. INNOVATION POLICY IN THE MANAGEMENT OF MARKETING ACTIVITIES OF PHARMACEUTICAL COMPANIES

1.1. The concept of a new product in the marketing system. Innovation policy of the firm. Motives for innovation

1.2. Management of innovative processes in the pharmaceutical companies in industrialized countries

1.3. The main directions of state regulation of innovation policy

SECTION 2. ANALYSIS OF INNOVATION PHARMACEUTICAL FIRM

- 2.1. Brief description of the pharmaceutical firm in the domestic market. History of development
- 2.2. Assortment policy pharmaceutical firm; the creation of a new product
- 2.3. Update the product range of pharmaceutical firms
- 2.4. Determining the need for new drugs

CONCLUSIONS

REFERENCES

Topic 30: PRICING OF PHARMACEUTICAL COMPANIES

INTRODUCTION

SECTION 1. PRICE AS A TOOL OF MARKETING POLICY

- 1.1. The price system and their classification
- 1.2. Features of the marketing approach to pricing
- 1.3. Price analysis, pricing factors
- 1.4. Options pricing policy

SECTION 2. STATE REGULATION OF PRICES FOR MEDICINES

- 2.1. Types of state regulation of prices for medicines.
- 2.2. Analysis of the legal framework for regulation of drug prices in the country
- 2.3. Monitoring of prices of certain pharmacological groups (Pharmacotherapeutic group of drugs for the price analysis, the teacher)

CONCLUSIONS

REFERENCES

Topic 31: POLITICS OF DISTRIBUTION OF PHARMACEUTICALS

INTRODUCTION

Section 1. BASICS OF THE DISTRIBUTION OF PHARMACEUTICAL PRODUCT

- 1.1. Characteristics of drug distribution system
 - 1.1.1. Distribution channels: types, functions
 - 1.1.2. The study of the wholesale sector in the distribution channels. Forms and methods of wholesale trade
 - 1.1.3. Essence, objectives, functions, types of retail
- 1.2. Conflicts in the distribution of pharmaceutical products and ways to overcome them

SECTION 2. STUDY OF DRUG DISTRIBUTION CHANNELS

- 2.1. Analysis of criteria for selecting a supplier of pharmaceutical products in the pharmacy
- 2.2. Analysis of drug distribution channels for an example pharmacotherapeutic group (in agreement with the head of the practice): drug manufacturers – wholesale distributors – retail unit
- 2.3. Evaluation of distribution channels in accordance with the concept of "to 6"

CONCLUSIONS

REFERENCES

Topic 32: SALES COMMERCIAL ACTIVITIES OF PHARMACEUTICAL COMPANIES

INTRODUCTION

SECTION 1. COMMERCIAL ACTIVITIES SALES PRODUCT IN THE PHARMA BUSINESS

1.1. Marketing distribution policies of pharmaceutical companies

1.2. Commercial and intermediary activity of the pharmaceutical organization

SECTION 2. ANALYSIS AND EVALUATION OF SALES BUSINESS OF PHARMACEUTICAL COMPANIES

2.1. Channels of distribution of pharmaceutical products pharmacy "...."

2.2. Analysis of the distribution of pharmaceutical products

2.2.1. Methodological approaches to the use of ABC analysis

2.2.2. Implementation and evaluation of the results of the ABC-analysis of sales of pharmaceutical products

2.3. Determination of the complex index of customer service (customers)

CONCLUSIONS

REFERENCES

Topic 33: SALES FORECASTING OF MEDICINES IN PHARMACIES

INTRODUCTION

SECTION 1. THEORETICAL BASES FORECASTING MANAGEMENT ORGANIZATION

1.1. The concept and the importance of forecasting in management pharmacy

1.2. Types of forecasts and a brief description of

1.3. Characteristics forecasting methods

SECTION 2. PRACTICAL BASICS OF SALES FORECASTING DRUGS ON THE EXAMPLE OF PHARMACIES – practice base

2.1. Analysis of the range of pharmaceutical products in the pharmacy

2.2. Analysis of the dynamics of sales of drugs in the pharmacy for pharmacotherapeutic groups

2.3. Analysis of the dynamics of sales of dietary supplements, infant formulas

2.4. Analysis of the dynamics of sales of baby food, health products, beauty products

2.5. Forecasting sales of pharmaceutical products pharmacy on the main assortment groups (drugs, dietary supplements, baby food, health products, beauty products) using Microsoft Office Excel

CONCLUSIONS

REFERENCES

Topic 34. THE POLITICS OF PHARMACEUTICAL COMPANIES PRODUCT PROMOTIONS

INTRODUCTION

SECTION 1. HIGHLIGHTS OF MARKETING COMMUNICATIONS

1.1. Meaning and purpose to promote products in the marketing activities of enterprises

1.2. Components of integrated marketing communications, their characteristics
SECTION 2. INGREDIENTS RESEARCH POLICY Pharmacy-cally
COMPANIES DRUG PROMOTION
2.1. Investigation of promotional activities of pharmaceutical companies and
evaluate their effectiveness
2.2. The study areas of information work among physicians as a component of
drug promotion
2.3. Analysis of the use of sales promotion product pharmaceutical companies
2.4. Assessment of communication and cost-effectiveness of marketing
communications
CONCLUSIONS
REFERENCES

*Topic 35: ORGANIZATION OF WORK MEDICAL (PHARMACEUTICAL)
REPRESENTATIVES*

INTRODUCTION
SECTION 1. THEORETICAL FOUNDATIONS OF PROMOTION OF GOODS
1.1. Characteristics of policy to promote a pharmaceutical product
1.1. Personal selling as an element of marketing communications
1.2. The main steps in the process of effective sales
1.3. The role of medical (pharmaceutical) representatives in the promotion of drugs
SECTION 2. ORGANIZATION OF WORK MEDICAL (PHARMACEUTICAL),
THE REPRESENTATIVE OF A PARTICULAR FIRM
2.1. Functional responsibilities of medical (pharmaceutical) company
representatives
2.2. Evaluation of indicators for monitoring the work of medical (pharmaceutical)
representatives
2.3. Analysis of means to promote the work of medical (pharmaceutical) company
representatives
CONCLUSIONS
REFERENCES

*Theme 36: ROLE IN PROMOTING MERCHANDISING DRUGS
PHARMACY ENTERPRISES*

INTRODUCTION
SECTION 1. MERCHANDISING AS A COMPONENT OF MARKETING
COMMUNICATIONS
1.1. The main goals and objectives of merchandising
1.2. Unplanned purchases at the pharmacy: value, classification
1.3. Merchandising as a way to increase the level of unplanned purchases at the
pharmacy
SECTION 2. ANALYSIS USING METHODS OF MERCHANDISING IN
PHARMACIES
2.1. Study of the factors attracting visitors to the pharmacy (pharmacy interior, the
exterior design showcases, planning salesroom)

- 2.2. Determining the level and structure of unplanned purchases at the pharmacy
- 2.3. Analysis of the degree of use of methods of merchandising at the pharmacy – the basis of practice in comparison with pharmacies – competitors

CONCLUSIONS

REFERENCES

Topic 37: MERCHANDISING IN RETAIL

INTRODUCTION

SECTION 1. MERCHANDISING AS A COMPONENT OF MARKETING ACTIVITY

- 1.1. Value and the concept of merchandising
- 1.2. Terms of calculations pharmaceutical goods
- 1.3. Principles for a pharmaceutical product in shop windows and on shelves

SECTION 2. IMPLEMENTATION OF THE PRINCIPLES OF MERCHANDISING IN RETAIL ESTABLISHMENTS (base practices)

- 2.1. Distribution of sales area
- 2.2. Effective placement of goods
- 2.3. Fitting of the drug on the shelf. Formation of compositions and visual perception
- 2.4. Calculation of the economic effect of merchandising

CONCLUSIONS

REFERENCES

Theme 38: FORMATION AND IMPLEMENTATION OF BRANDING STRATEGIES OF PHARMACEUTICAL COMPANIES

INTRODUCTION

SECTION 1. THEORETICAL BASICS OF BRANDING

- 1.1. Definition, objectives and main characteristics of the brand. Approaches to the classification of brands
- 1.2. Definition and importance of branding in the activities of pharmaceutical companies
- 1.3. Analysis of trends of branding in the global pharmaceutical market
- 1.4. Types and main stages of branding strategies

SECTION 2. ANALYSIS OF APPROACHES TO THE DEVELOPMENT AND IMPLEMENTATION STRATEGIES BRANDING PHARMACEUTICAL COMPANIES AND EVALUATION OF THEIR EFFECTIVENESS

- 2.1. Brief description of the pharmaceutical company
- 2.2. Analysis of the main elements forming a branding strategy investigated enterprise
- 2.3. Analysis of the positioning strategy of the investigated enterprises in the pharmaceutical market
- 2.4. Determining the level of consumer awareness of the company

CONCLUSIONS

REFERENCES

Topic 39: IMAGE ANALYSIS OF PHARMACEUTICAL COMPANIES

INTRODUCTION

SECTION 1. THEORETICAL AND METHODOLOGICAL ASPECTS OF THE CONCEPT OF IMAGE

- 1.1. The main elements of the company's image
- 1.2. The process of managing the company's image
- 1.3. Main stages of the company's image

SECTION 2. ASSESSMENT OF IMAGE PHARMACEUTICAL COMPANIES

- 2.1. Evaluation of the internal image
- 2.2. Evaluation of image of the head company in the eyes of his subordinates
- 2.3. Evaluation of the image in the eyes of management personnel
- 2.4. Evaluation of visual, social, business enterprise image

CONCLUSIONS

REFERENCES

Topic 40: ANALYSIS OF COMPONENTS OF CORPORATE IDENTITY OF PHARMACEUTICAL COMPANIES

INTRODUCTION

SECTION 1. IDENTITY AS A COMPONENT OF THE OF IMAGE COMPANIES

- 1.1. The concept and importance of corporate identity for company
- 1.2. Elements of corporate identity and their characteristics
- 1.3. Requirements for the organization of the corporate identity

SECTION 2. ANALYSIS OF COMPONENTS OF CORPORATE IDENTITY OF PHARMACY (PHARMACEUTICAL) COMPANIES – practice base

- 2.1. Evaluation of euphony company name
- 2.2. Analysis of design of company emblem
- 2.3. Analysis of the main carriers of corporate identity (elements of record keeping, advertising and souvenir production, business cards and identity of employees, employees of branded clothing, interior elements)
- 2.4. Analysis of the advantages and shortcomings of the current corporate identity
- 2.5. Suggestions to improve the corporate identity of the investigated company

CONCLUSIONS

REFERENCES

Theme 41: CONTROL OF MARKETING ACTIVITY OF THE PHARMACEUTICAL COMPANIES

INTRODUCTION

SECTION 1. CONTROL SYSTEM OF MARKETING

- 1.1. Control of marketing activities
 - 1.1.1. The essence of objects and control the marketing stages
 - 1.1.2. Monitoring results of marketing activities
- 1.2. Marketing audit
 - 1.2.1. Essence, purpose, structure
 - 1.2.2. Characteristic components of marketing audit

1.2.3. Internal and external audit of marketing activity

1.3. Methods of strategic and operational analysis of the marketing control

SECTION 2. ANALYSIS OF MARKETING ACTIVITY OF PHARMACEUTICAL COMPANIES

2.1. Analysis of the marketing activities of the pharmaceutical enterprise with the use of methods of strategic and operational analysis

2.2. Analysis of the relationship between the parameters and the results of marketing activities

2.2.1. Determining whether the effect of marketing efforts

2.2.2. Identifying links between advertising and consumption of drugs

CONCLUSIONS

REFERENCES

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61. <http://www.mplans.com/> – Mplans, Pharmacy Marketing Plan
62. <http://www.npa.co.uk/> – National Pharmacy association in UK
63. <http://www.pharmacist.com/> – APhA, American Pharmacists Association
64. <http://www.pharmacychoice.com/> – Pharmacy choice
65. <http://www.pharmfreshmedia.com/> – marketing company

10. SAMPLES OF CLEARANCE

Form 1

NATIONAL UNIVERSITY OF PHARMACY
MINISTRY OF HEALTH OF UKRAINE

Department of Pharmaceutical Management and Marketing

COURSE WORK

on the subject "Management and marketing in pharmacy" on the topic:

«.....»

Student 5th course _____ group
areas of training "Pharmacy"
specialty 8.110201 "Pharmacy"

(Full name)

Head:

Associate Professor of MMF

Candidate of Pharmaceutical Sciences

(Full name)

National Scale: _____

Number of points: _____ Mark: ECTS _____

Commission members: _____

(signature)

(Full name)

(signature)

(Full name)

(signature)

(Full name)

Kharkov 2015

Example of the contents of the coursework

CONTENT

Introduction.....	
Section 1. The problem of medicinal maintenance in Mycology.....	
1.1. Epidemiologic analysis of fungal diseases in Lebanon	
1.2. Pharmacotherapy characteristic of antifungal medicines.....	
1.3. Methodological approaches to conducting marketing research of market of antifungal medicine.....	
Section 2. Positioning of antifungal medicines in the pharmaceutical market of Lebanon.....	
2.1. Qualitative structure of antifungal medicines and its relationship with the legislative regulation of the pharmaceutical market in Lebanon.....	
2.2. Peer review by specialists of antifungal medicines	
2.3. Study of preferences of end users of antifungal medicines.....	
General conclusions	
References.....	

Form 3

Example of a list of abbreviations

LIST OF ABBREVIATIONS

CRM – customer relationship management
EFPIA – European Federation of Pharmaceutical Industries and Associations
EIU – Economist Intelligence Unit
EU – European Union
fMRI – Functional magnetic resonance imaging
GDP – Growth Domestic Product
IIS – iterative insight streaming
INN – International Nonproprietary Names
IRP – International reference pricing
MROC – marketing research online communities
OECD – Organisation for Economic Co-operation and Development
OTC – over the counter
PI – parallel imports

Samples of design of bibliographic description in the literature term paper

Characteristics of the source	Sample of clearance
Books: one, two or three authors	Ambler T. Practical Marketing / T. Ambler; [trans. from English]. - St. Peter, 1999 - 400 p.
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Malyi Vladimir Valentunovich
Olkhovska Angela Borysivna
Dorokhova Lyudmila Petrivna
Rogulya Olga Yurivna
Timanyuk Irina Volodumirivna

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61144, м. Харків, вул. Гв. Широнінців, 79 в, кв. 137
Тел. (057) 778-60-34.
e-mail: bookfabrik@rambler.ru