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**The thematic plan of lectures of
Basics of consumer behavior in pharmacy
for students of 2^h course Phm19*(5,0) eng
"Pharmacy"**

(foreign student's faculty, autumn semester, 2020-2021 s.y.)

№	Date	Topic lectures	Lector	Volume in hours	System of knowledge assessment	
					min	max
Thematic module 1. Theoretical foundations of the study of consumer behavior						
1-3	04.09.2020	Theoretical foundations of the study of consumer behavior	as. prof. Bondarieva I.V.	3		
	11.09.2020					
	18.09.2020					
4-5	25.09.2020	Methodological foundations of the study of consumer behavior	as. prof. Bondarieva I.V.	2		
	02.10.2020					
Thematic module 2. Applied basics of studying consumer behavior						
6-7	09.10.2020	Consumer Behavior in the B2C Market: Features, Study Tools and Impacts	as. prof. Bondarieva I.V.	2		
	16.10.2020					
8-9	23.10.2020	Consumer Behavior in the B2B Market: Features, Study Tools and Impacts	as. prof. Bondarieva I.V.	2		
	30.10.2020					
10-12	06.11.2020	Basics of consumer behavior in the pharmaceutical market	as. prof. Bondarieva I.V.	3		
	13.11.2020					
	20.11.2020					
Total:				12		

Time: Friday, 12³⁰-13³⁵, lectures conduct online in Zoom

Link:

<https://us04web.zoom.us/j/3112701218?pwd=RHdFNkNCT2lsRjVNTXhZdUYrZVN4dz09>

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Password: 2012

Head of the Department of Pharmaceutical Management and Marketing, professor

V. V. Malyi



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№	Date	Topic of seminars	Volume in hours	System of knowledge assessment	
				min	max
Thematic module 1. Theoretical foundations of the study of consumer behavior					
1.	08.09.2020	Theoretical foundations of the study of consumer behavior	2	3	5
2.	22.09.2020	Methodological foundations of the study of consumer behavior	2	3	5
3.	06.10.2020	Total under Module 1	2	6	10
Total under Module 1:				12	20
Thematic module 2. Applied basics of studying consumer behavior					
4.	20.10.2020	Consumer Behavior in the B2C Market: Features, Study Tools and Impacts	2	3	5
5.	03.11.2020	Consumer Behavior in the B2B Market: Features, Study Tools and Impacts. Basics of consumer behavior in the pharmaceutical market.	2	6	10
6.	17.11.2020	Protection of report	2	12	20
7.	01.12.2020	Total under Module 2	2	3	5
Total under Module 2:				24	40
Total:				36	60
8.	15.12.2020	Final Modular Control	2	24	40
9.	29.12.2020	Increasing of rating	2		
Total:			18	60	100

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