



COURSE SCHEDULE OF LECTURES

Pharmaceutical Marketing and Management for the 4 year

назва дисципліни

in specialty 8.12020101 "Pharmacy", Phm17*(5,0) eng-01,02

(код і найменування спеціальності)

(шифр групи)

(10 semester, 2021-2022 academic year)

No	Date	Topic of the Lecture	Hours	Lecturer
THEMATIC MODULE 4				
1	02.09.21	A price policy of the pharmaceutical enterprises. Distribution of medical products.	2	assoc. prof. Sofronova I.V.
2	16.09.21	Marketing policy of communications.	2	assoc. prof. Sofronova I.V.
3	30.09.21	Advertising and its role in marketing communicative policy of enterprises.	2	assoc. prof. Sofronova I.V.
4	14.10.21	Sale promotion and other tools of promotion blend	2	assoc. prof. Sofronova I.V.
5	28.10.21	Public relation. Merchandising	2	assoc. prof. Sofronova I.V.
6	11.11.21	Marketing control. International marketing in pharmacy	2	assoc. prof. Sofronova I.V.
7	25.11.21	Overview lecture.	2	assoc. prof. Sofronova I.V.
Total:			14	

Note: Lectures take place on Thursday at **12.50-14.30**

Department Chairman, Professor

Volodymyr MALYI



COURSE SCHEDULE OF PRACTICAL CLASSES
Pharmaceutical Marketing and Management for the 5 year

назва дисципліни

in specialty 8.12020101 "Pharmacy", Phm17*(5,0) eng-01,02

(код і найменування спеціальності)

(шифр групи)

semester, 2020-2021 academic year

(9)

No	Date	Topic of the Subject	Total hours	Knowledge assessment system, points	
				min	min
THEMATIC MODULE 4					
1	02.09.21	Test control. Training KROK 2. Price policy of pharmaceutical enterprises.	4	2	4
2	16.09.21	Distribution of medicinal products.	4	2	4
		<i>Final Control of TM 4</i>		8	12
Total for TM 4:				12	20
THEMATIC MODULE 5					
9	30.09.21	Marketing policy of communications. Advertising in the system of pharmaceutical marketing.	4	2	4
10	14.10.21	Sales promotion and other tools of marketing communications. Public relation. Merchandising.	4	2	4
11	28.10.21	<i>Final Control of TM 5</i>	4	7	10
		Preparation of presentation.		1	2
Total for TM 5:				25.11.21	20
THEMATIC MODULE 6					
16	11.11.21	Marketing control at pharmaceutical enterprises. International marketing in pharmacy.	4	2	4
		<i>Final Control of TM 6</i>		10	16
Total for TM 6:				12	20
17	25.11.21	<i>Final Modular Control 2 «Marketing in Pharmacy»</i>	4	24	40
18	09.12.21	<i>Rating Increase from the Module 2: «Marketing in Pharmacy»</i>	2	-	-
Total:			PC-30	60	100

Note: PC - practical classes

Department Chairman, Professor

Volodymyr MALYI