



**COURSE SCHEDULE OF LECTURES**  
**Pharmaceutical Marketing and Management for the 4 year**  
in specialty "Pharmacy", Phm18\*(5,0)eng 01-02  
(autumn semester, 2021-2022 academic year)

No	Date	Topic of lecture	Hours	Lecturer
<b>Module 1. Management in pharmacy. Marketing as an integrative management function</b>				
1-2	07.09.21	Theoretical bases of management. Organization as management object. Internal and external environment of the organization. Successful management. Power. Leadership.	2	assoc. prof. Bondarieva I.V.
3-4	21.09.21	Management functions. Management of decisions making process.	2	assoc. prof. Bondarieva I.V.
5-6	05.10.21	Communication processes in management. Organizational communications of the pharmaceutical system. Management and office work. Management and informatics.	2	assoc. prof. Bondarieva I.V.
7-8	19.10.21	Management and Entrepreneurship. Management of labor resources and personnel of the pharmaceutical organization. Group dynamics and leadership in pharmacy. Management of conflicts, stresses.	2	assoc. prof. Bondarieva I.V.
9-10	02.11.21	Labor relations at market conditions. Efficiency of management and organization activity.	2	assoc. prof. Bondarieva I.V.
11-12	16.11.21	Substantive provisions of the pharmaceutical marketing. Management by the pharmaceutical marketing.	2	assoc. prof. Bondarieva I.V.
13-14	30.11.21	Marketing research and information. Study of market of medicines.	2	assoc. prof. Bondarieva I.V.
15-16	14.12.21	Product in the marketing system. Assortment policy of pharmaceutical enterprises	2	assoc. prof. Bondarieva I.V.
17-18	11.01.22	Product's and innovation policies of pharmaceutical enterprises. Price and pricing policy of pharmaceutical enterprises.	2	assoc. prof. Bondarieva I.V.
<b>Total:</b>			<b>18</b>	

*Note:* Lecture takes place on Tuesday at 12.50-14.30 in room 15

Department Chairman, Professor

Volodymyr MALYI



**COURSE SCHEDULE OF PRACTICAL CLASSES**  
**Pharmaceutical Marketing and Management for the 4 year**  
 in specialty "Pharmacy", Phm18\*(5,0) eng 01-02  
 (autumn semester, 2021-2022 academic year)

No	Date	Topic of the Subject	Total hours, type of lesson	Knowledge assessment system, points	
				min	max
<b>CONTENT MODULE 1. MANAGEMENT AS A SCIENCE AND PRACTICE OF MANAGEMENT OF ORGANIZATION</b>					
1	02.09.21–03.09.21	Theoretical bases of management.	3 pc	0,5	1,5
2	09.09.21–10.09.21	Organization as a management object. Internal and external environment of the organization.	3 pc	0,5	1,5
3	16.09.21–17.09.21	Successful management	3 pc	0,5	1,5
4	23.09.21–24.09.21	Management functions.	3 pc	0,5	1,5
5	30.09.21–01.10.21	Management of decision making process.	3 pc	0,5	1,5
6	07.10.21–08.10.21	Communication processes in management.	3 pc	0,5	1,5
7	14.10.21–15.10.21	Office work of pharmaceutical organizations. Management and informatics.	3 pc	9,0	11,0
<i>Final Control of TM 1</i>					
<b>Total for TM 1:</b>				<b>12</b>	<b>20</b>
<b>CONTENT MODULE 2. MANAGEMENT AND ENTREPRENEURSHIP. MANAGEMENT OF LABOR RESOURCES AND PERSONNEL OF THE PHARMACEUTICAL ORGANIZATION</b>					
8	21.10.21–22.10.21	Management and Entrepreneurship.	3 pc	0,5	1,5
9	28.10.21–29.10.21	Management of labor resources and personnel of the pharmaceutical organization. Group dynamics in leadership pharmaceutical and pharmacy. Management of conflicts, stresses.	3 pc	0,5	1,5
10	04.11.21–05.11.21	Labor relations at market conditions.	3 pc	0,5	1,5
11	11.11.21–12.11.21	Efficiency of management and organization activity	3 pc	0,5	1,5
12	18.11.21–19.11.21	<i>Final Control of TM 2</i>	3 pc	10,0	14,0
<b>Total for TM 2:</b>				<b>12</b>	<b>20</b>
<b>CONTENT MODULE 3. FUNDAMENTALS OF MARKETING IN PHARMACY. THE PROCESS OF MANAGING PHARMACEUTICAL MARKETING.</b>					
13	25.11.21–26.11.21	Substantive provisions of the pharmaceutical marketing. Management by the pharmaceutical marketing.	3 pc	0,5	1,5
14	02.12.21–03.12.21	Marketing research and information. Presentation.	3 pc	1	3
15	09.12.21–10.12.21	Study of medicines' market.	3 pc	0,5	1,5
16	16.12.21–17.12.21	Product in the marketing system. Assortment policy of pharmaceutical enterprises.	3 pc	0,5	1,5
17	23.12.21–24.12.21	Product's and innovation policies of pharmaceutical enterprises.	3 pc	0,5	1,5
<i>Final Control of TM 3</i>					
<b>Total for TM 3:</b>				<b>12</b>	<b>20</b>
18	13.01.22–14.01.22	<i>Final Modular Control 1 «Management in Pharmacy. Marketing as function of management»</i> <i>Increase of rating Modular Control 1</i>	2 pc	24	40
<b>TOTAL FOR STUDYING THE MODULE 1:</b>			<b>PC-53</b>	<b>60</b>	<b>100</b>

Note: pc - practical classes

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