

SYLLABUS OF THE EDUCATIONAL COMPONENT

THE BASICS OF BRAND MANAGEMENT

(the name of the educational component)

for applicants for higher education of 1 year of study daily form of education (4,10 year of study)

of educational program «Pharmacy»

(Educational Program Name)

in specialty «226 Pharmacy, industrial pharmacy»

(Code and Specialty Name)

in specialization 226.01 Pharmacy

(Code and Specialization Name)

field of knowledge «22 Healthcare»

(Code and Knowledge Field Name)

training for second (master's) level of higher education

(Higher Educational Level Name)

TEACHERS



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1. Name of the higher education establishment and department: National University of Pharmacy, Department of Pharmaceutical Management and Marketing.

2. Address of the department: Kharkiv, str. Valentynivska, 4, 3rd floor, tel. 0572-67-91-72.

3. Website of the department: <https://mmf.nuph.edu.ua>

4. Information about teachers:

Sofronova Iryna Vadymivna

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Marketing and Management, National University of Pharmacy. The experience of scientific and pedagogical activity is 22 years. She teaches courses: "Pharmaceutical marketing and management", "Ethics and deontology in pharmacy", "The Basics of Brand Management", "Fundamentals of Consumer Behavior in Pharmacy", "Marketing distribution policy". Scientific interests: pharmaceutical marketing, management.

5. Consultations: on the eve of content module tests and semester tests at the department of pharmaceutical management and marketing.

6. Brief summary of the educational component: *the educational component "The Basics of Brand Management" is an optional component for the second (master's) level of higher education in specialty 226 "Pharmacy, industrial pharmacy" of the educational program "Pharmacy". "The Basics of Brand Management" provides higher education students with an understanding of the system of special theoretical knowledge on the development and development of brands of pharmaceutical products, an understanding of the importance of brands in the marketing activities of pharmaceutical enterprises; acquisition of practical skills in the development of brand strategies, formation of skills to apply knowledge of brand management in the process of further education and in professional activities.*

7. The purpose statement of studying the educational component: *the purpose of studying the educational component "The Basics of Brand Management" is the formation and improvement of higher education students' professional and competent knowledge and skills regarding the technologies of creating and managing brands as important intangible assets of a pharmaceutical organization.*

8. Competences in accordance with the educational program:

Soft- skills / General competences (CG):

CG 1. The ability to act socially responsibly and civic-consciously, to analyze socially significant problems and processes; bear social and ethical responsibility for decision-making.

CG 2. Ability to abstract thinking, analysis and synthesis.

CG 3. The ability to learn and master modern knowledge, the choice of a communication strategy, the ability to work in a team.

CG 4. Ability to motivate people and move towards a common goal.

CG 5. The ability to understand the subject area and professional activity, to apply knowledge in practical situations.

CG 6. Ability to adapt and act in a new situation, generate new ideas.

CG 7. Ability to identify, pose and solve problems.

CG 8. The ability to show initiative and entrepreneurship.

CG 9. The ability to communicate in the state language both orally and in writing, the ability to communicate in a foreign language.

CG 10. Ability to use information and communication technologies.

CG 11. The ability to conduct research at the appropriate level, evaluate and ensure the quality of the work performed.

Hard-skills / Professional (special) competences (PC):

PC 9. The ability to determine the priorities of the pharmaceutical organization's brand strategy and use brand management technologies and innovations in the management of pharmaceutical brands to ensure the efficiency and effectiveness of the activities of pharmaceutical enterprises.

9. The program learning outcomes: (PLO):

PLO 1. To apply professionally pharmaceutical legislation and regulatory documents regarding pharmaceutical activity, form conclusions.

PLO 8. To carry out a complex of organizational and management measures to provide the population and health care facilities with medicines, etc. pharmacy assortment products, including prescription and over-the-counter products.

PLO 10. To calculate and analyze the main economic indicators of pharmacy establishments.

PLO 11. To carry out all types of accounting in pharmacy establishments.

PLO 12. To carry out the processes of product analysis and documentation of their results.

PLO 13. To manage pharmaceutical organizations and determine its effectiveness using management approaches and functions.

PLO 14. To assess competitive positions and create conditions for the effective development of pharmaceutical organizations based on the conducted research on all elements of the marketing complex and the implementation of sound innovative strategies.

PLO 15. To ensure conditions for providing high-quality and safe pharmaceutical care.

PLO 18. To combine practical methods, technologies and methods of brand management with the application of legal and ethical aspects of branding; design architecture and value equity of pharmaceutical brands.

10. Status of the educational component: selective

11. Prerequisites of the educational component: *Brand management in pharmacy as an educational component is based on the study by students of higher education of pharmaceutical marketing and management, organization and economics of pharmacy, the basics of consumer behavior in pharmacy, ethics and deontology in pharmacy, medical and pharmaceutical commodity science, etc.*

12. The volume of the educational component: *4 ECTS credit, 120 hours.*

13. Organization of training:

The format of teaching the educational component

Content of the educational component:

Content module 1. *Theoretical foundations of brand management in pharmacy*

Topic 1. *The essence and meaning of brand management. Pharmaceutical brand concept.*

Topic 2. *Brand development. Legal aspects of brand management.*

Topic 3. *Identity and individuality of brands in pharmacy.*

Topic 4. *Positioning of pharmaceutical brands.*

Topic 5. *Pharmaceutical brand architecture.*

Content module 2. *Brand management in the marketing activities of pharmaceutical market entities*

Topic 6. *Strategic brand communications in pharmacy.*

Topic 7. Brand management in the pharmaceutical market.

Topic 8. Development of pharmaceutical brands.

Topic 9. Estimation of the value of pharmaceutical brands.

Topic 10. Global brand management.

14. Forms and types of academic achievements supervision:

Forms and types of academic achievements supervision

Control of knowledge at each lesson: assessment of current educational activity is carried out during each lesson - writing task control, control of theoretical knowledge, practical skills and abilities.

Supervision of content modules: in module 1 of the educational component, two current control of mastering of content modules is provided - oral survey, preparation of test tasks, solution of situational (calculation) problems, etc.

Semester control form: semester credit.

Conditions for admission to the supervision of content modules: for admission to the control of a content module, the presence of a minimum number of points for the current topics (classes) of the content module is required.

Conditions for admission to semester supervision: for admission to the semester control, the student's current rating must be at least 60 points, there must be no missed seminar classes, and all the requirements stipulated in the work program of the educational component must be met.

15. Evaluation system of the educational component:

Evaluation system of the educational component: The results of the semester supervision in the form of a semester credit are evaluated on a 100-point, non-differentiated scale ("passed", "failed") and on the ECTS scale.

Points from the educational component are calculated according to this ratio:

Types of evaluation	Maximum number of points (% of the number of points per module - for content modules)
Module 1	
Content module 1: Theoretical foundations of brand management in pharmacy - evaluation of topics (1-5): work in classes 1-5 (oral survey, test tasks, solving situational (calculation) tasks); - control of content module 1 (compilation of test tasks, theoretical question, solving a practical situation)	50 (50 %)
Content module 2: Brand management in the marketing activities of pharmaceutical market entities - evaluation of topics (6-10) (work in classes 6-10): work in classes (oral survey, writing test tasks, solving situational (calculation) problems); - supervision of content module 23 (writing test tasks, theoretical question, solving situational (calculation) tasks)	50 (50 %)
Semester Supervision of Module 1	100

The individual work of applicants for higher education is evaluated during the control of knowledge at each lesson and during the content module supervision

16. Academic policies of the educational component:

Academic Integrity Policy. It is based on the principles of academic integrity stated in the POL "On measures to prevent cases of academic plagiarism at the National University of Pharmacy". Cheating during the evaluation of an applicant for higher education during supervision activities in seminar classes, supervision of content modules and the semester exam is prohibited (including the use of mobile devices). Abstracts must have correct text references to the used literature. The detection of signs of academic dishonesty in the student's written work is a reason for the teacher not to credit it.

Class attendance policy. An applicant for higher education is obliged to attend classes (POL "On the organization of the educational process of the National University of Pharmacy") according to the schedule (<https://nuph.edu.ua/rozklad-zanyat/>), to observe ethical norms of behavior.

Policy regarding deadlines, working out, rating increase, liquidation of academic debts. The completion of missed classes by an applicant for higher education is carried out in accordance with the POL "Regulations on the completion

of missed classes by applicants and the procedure for eliminating academic differences in the curricula of the National University of Pharmacy" in accordance with the schedule for working out missed classes established by the department. Increasing the rating and liquidating academic debts from the educational component is carried out by the applicants in accordance with the procedure specified in the POL "On the procedure for evaluating the results of training of applicants for higher education at the National University of Pharmacy". Applicants of higher education are obliged to comply with all deadlines set by the department for the completion of written works from the educational component. Works that are submitted late without valid reasons are assessed at a lower grade - up to 20% of the maximum number of points for this type of work.

Policy on appeals of evaluation of the educational component (appeals). Applicants for higher education have the right to contest (appeal) the evaluation of the educational component obtained during control measures. The appeal is carried out in accordance with the POL "Regulations on appealing the results of the final supervision of knowledge by applicants of higher education at the National University of Pharmacy".

17. Information and educational and methodical support of the educational component:

The main reading suggestions	<ol style="list-style-type: none"> 1. Aaker D. <i>Brand Leadership</i> / D. Aaker, E. Joachimsthaler. – New York : The Free Press, 2012. – 350 p. 2. Aaker D. <i>Brand Portfolio Strategy</i> / D. Aaker. – New York : The Free Press, 2014. – 348 p. 3. Blackett T. <i>Brand Medicine: The Role of Branding in the Pharmaceutical Industry</i> / T. Blackett, R. Robins. – New York: Palgrave Macmillan, 2015. – 336 p.
Supplementary reading suggestions for in-depth study of the educational component	<ol style="list-style-type: none"> 1. <i>Brand Concept Maps: A Methodology for Identifying Brand Association Networks</i> / J. D. Roedder, B. Loken, K. Kim, A. B. Monga // <i>J. of Marketing Research</i>. – 2016. – Vol. 43, № 4. – P. 549–557. 2. Gobe M. <i>Emotional Branding</i> / M. Gobe. – New York : Allworth Press, 2017. – 319 p. 3. Heilman C. M. <i>The Evolution of Brand Preferences and Choice Behaviors of Consumers New to a Market</i> / C. M. Heilman, D. Bowman, G. P. Wright // <i>J. of Marketing Research</i>. – 2013. – Vol. 37, № 2. – P. 139–155. 4. <i>Understanding What’s in a Brand Rating: A Model for Assessing Brand and Attribute Effects and Their Relationship to Brand Equity</i> / W. R. Dillon, T. J. Madden, A. Kirmani, S. Mukherjee // <i>J. of Marketing Research</i>. – 2017. – Vol. 38, № 4. – P. 415–429. 5. Wheeler A. <i>Designing Brand Identity</i> / A. Wheeler. – New Jersey : John Wiley & Sons, 2018. – 229 p.
Current electronic information resources (magazines, web-sites) for in-depth study of the educational component	<ol style="list-style-type: none"> 1. www.lib.nuph.edu.ua - NUPh Library; 2. www.uam.in.ua. - Ukrainian Marketing Association. 3. www.marketing.web-standart.net - New Marketing magazine. 4. www.marketing-research.in.ua – magazine "Marketing Research in Ukraine". 5. www.hsbranding.ru/brend-menedzhment – higher school of branding. 6. www.gortis.info – market research practice. 7. www.expert.ua - "Expert" magazine. 8. www.global-national.in.ua/archive/20-2017/73.pdf – Brand management in the marketing activity management system of the enterprise. 9. www.ekmair.ukma.edu.ua/bitstream/handle/123456789/7062/Pan_Prykladni_aspekty_upravlnia_brendamy.pdf – Applied aspects of brand management in Ukraine.
Moodle distance learning system	<p>https://pharmel.kharkiv.edu/moodle/course/view.php?id=2978</p>

18. Material and technical support and software of the educational component: *computer equipment, a multimedia device, a screen, access to the Internet, access to the distance learning site of the National University of Pharmacy, ZOOM program, MS Excel, MS Word, MS Power Point.*