

SYLLABUS OF THE EDUCATIONAL COMPONENT

BASICS OF CONSUMER BEHAVIOR IN PHARMACY

for applicants for higher education of 2 year of study day form of education (2 year of study)

of educational program « Pharmacy»

in specialty « 226 Pharmacy, industrial Pharmacy»

field of knowledge « 22 Health care»

training for master

TEACHERS



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

2. Address of the department: Kharkiv, st. Valentynivska, 4th, 3rd floor, t. 0572- 67-91-72

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4. Information about teachers:

Bondarieva Iryna Vasylivna

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. Experience of scientific activity - 17 years, experience of scientific and pedagogical activity - 13 years. She teaches courses: “Pharmaceutical Marketing and Management”, “Ethics and deontology in pharmacy”, “Basics of consumer behavior in pharmacy”, “Introduction to the specialty”, “Branding”, “Marketing audit”, “Consumer behavior”. Research interests: adaptive management, marketing, management.

Zhadko Svitlana Viktorivna

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. Experience in teaching - 24 years, including scientific and pedagogical - 18 years. He teaches courses: “Pharmaceutical Marketing and Management”, “Ethics and deontology in pharmacy”, “Marketing management”. Research interests: management, marketing, marketing research, marketing communications, management of marketing activities of enterprises, in particular with a focus on the specifics of the pharmaceutical sector of the healthcare industry.

5. Consultations: take place on Monday from 12.00 to 12.50 ZOOM ID - 311 270 1218 password 2012

Dr. Bondarieva Iryna

6. Brief summary of the educational component: The discipline "Basics of consumer behavior in pharmacy" is a selected discipline for the second educational level of higher education Master for the specialty 226 Pharmacy, educational program "Pharmacy". Final control – Semester credit.

7. The purpose statement of studying the educational component: to learn the formation of the students' understanding of consumer behavior as an effective process and the possibility of applying acquired skills in professional activities in consumer services in pharmacy.

8. Competences in accordance with the educational program:

Integral

The ability to solve typical and complex specialized tasks and practical problems in professional pharmaceutical activities in the field of health care on a socially oriented basis or in the process of learning, which involves conducting chemical, biopharmaceutical, biomedical, sociological, etc. research and/or implementation of innovations and is characterized by uncertainty of conditions and requirements; integrate knowledge, critically consider and solve complex issues, make decisions in difficult unpredictable conditions, formulate judgments in the presence of incomplete or limited information, taking into account aspects of social and ethical responsibility; clearly and unambiguously convey your conclusions and knowledge, rationally substantiating them, to a professional and non-specialist audience.

Soft- skills / General competences (CG):

GC 2. Ability to apply knowledge in practical situations, make informed decisions.

GC 4. Ability to think abstractly, analyze and synthesize, learn and be modernly trained.

GC 5. The ability to show initiative and entrepreneurship.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 7. Ability to adapt and act in a new situation.

GC 9. Skills in using information and communication technologies.

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

SC 12. Ability to use knowledge of regulatory and legislative acts of Ukraine and recommendations of proper pharmaceutical practices in professional activity.

SC 13. The ability to demonstrate and apply in practical activities communicative skills, fundamental principles of pharmaceutical ethics and deontology, based on moral obligations and values, ethical standards of professional behavior and responsibility in accordance with the Code of Ethics of Pharmaceutical Workers of Ukraine and WHO guidelines.

9. The program learning outcomes: (PLO):

PLO 1. To carry out professional activities in social interaction based on humanistic and ethical principles; to identify future professional activity as socially significant for human health.

PLO 2. Apply knowledge from general and specialized disciplines in professional activity.

PLO 4. Demonstrate the ability to independently search, analyze and synthesize information from various sources and use these results to solve typical and complex specialized tasks of professional activity.

PLO 6. Argue information for decision-making, bear responsibility for them in standard and non-standard professional situations; adhere to the principles of deontology and ethics in professional activity.

PLO 7. Perform professional activities using creative methods and approaches.

PLO 9. To carry out professional activities using information technologies, "Information databases", navigation systems, Internet resources, software and other information and communication technologies.

PLO 10. Adhere to the norms of communication in professional interaction with colleagues, management, consumers, work effectively in a team.

PLO 25. Contribute to the preservation of health, in particular the prevention of diseases, the rational prescription and use of medicinal products. To conscientiously fulfil one's professional duties, to comply with the legislation on the promotion and advertising of medicinal products. Possess psychological communication skills to achieve trust and mutual understanding with colleagues, doctors, patients, consumers.

10. Status of the educational component: *selective*

11. Prerequisites of the educational component: *understanding of the basic provisions of consumer behavior in pharmacy: theoretical and methodological bases for studying consumer behavior, principles of consumer behavior in the market of relationships between legal entities (B2B) and between the organization and the end consumer (B2C), influence of external and internal factors on purchasing behavior. Considerable attention is paid to the behavior of consumers when purchasing medicines and the role of specialists in making a purchase decision. The basis of the discipline "Basics of consumer behavior in pharmacy" is such fundamental*

scientific disciplines as introduction to the profession, philosophy, ethics and aesthetics. The discipline provides the basis for studying the disciplines: management and marketing in pharmacy, ethics and deontology of pharmacy.

12. The volume of the educational component: 3 ECTS credits, hours per educational component: 90 general, 12 lectures, 18 seminar classes, 60 individual work

13. Organization of training:

The format of teaching the educational component

Content of the educational component:

Content module 1. *Theoretical foundations of the study of consumer behavior*

Topic 1. *Theoretical foundations of the study of consumer behavior*

Topic 2. *Methodological foundations of the study of consumer behavior*

Content module 2. *Applied basics of studying consumer behavior*

Topic 3. *Consumer Behavior in the B2C Market: Features, Study Tools and Impacts*

Topic 4. *Consumer Behavior in the B2B Market: Features, Study Tools and Impacts*

Topic 5. *Basics of consumer behavior in the pharmaceutical market*

14. Forms and types of academic achievements supervision:

Forms and types of academic achievements supervision

Progress supervision: oral survey, written control, preparation of test tasks, solution of situational tasks.

Supervision of content modules: oral survey, written control, preparation of test tasks, solution of situational tasks.

Semester control form: semester credit

Conditions for admission to the supervision of content modules: For admission to the supervision of content module 2, it is necessary to have a minimum number of points for the topics (classes) of content module 1, for the supervision of content module 1

Conditions for admission to semester supervision: For admission to the control of content modules 1-2, a minimum number of points per lesson is required

15. Evaluation system of the educational component:

Evaluation system of the educational component: *For example, 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.*

The results of semester supervision in the form of a semester exam are evaluated according to the ECTS scale, a 100-point scale and a four-point scale ("excellent", "good", "satisfactory", "unsatisfactory")

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 Theoretical and methodological foundations of the study of consumer behavior	
Content module 1: Theoretical foundations of the study of consumer behavior <i>For example,</i> - evaluation of topics (1-2) (work in classes 1-2): work in classes (oral survey, writing test tasks, solving situational problems); - supervision of content module 1 (writing test tasks, solving situational tasks)	<i>For example, 38 (38 %)</i>
Content module 2: Applied basics of studying consumer behavior	<i>For example, 62 (62 %)</i>

<p>For example, - evaluation of topics (3-5) (work in classes 3-8): work in classes (oral survey, writing test tasks, solving situational (calculation) problems); -protection of report (20) (work in classes 9) - supervision of content module 2 (writing test tasks, solving situational tasks)</p>	
Semester Supervision of Module 1	100

The individual work of applicants for higher education is evaluated during the progress supervision and during the content module supervision

16. Academic policies of the educational component:

The policy of the educational component ("rules of the game") is determined by the requirements of the department to the applicant for higher education when studying the educational component regarding academic integrity, regarding attending classes, regarding deadlines, working out, increasing the rating, liquidating academic debts, regarding contesting the evaluation of the educational component (appeals), etc. In this point, the Regulations and other normative documents of the National University of Pharmacy are specified, in accordance with which requirements are set for the applicant for higher education when studying the educational component and the policy of the department is formed.

For example, *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 practical (seminar, laboratory) 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 discipline:

The main reading suggestions	<i>Basics of consumer behavior in pharmacy: working book. rec. for seminar classes from discipline «Basics of consumer behavior in pharmacy»/ V.V. Malyi, I.V. Timanyuk, O.V. Shuvanova, I.V. Bondarieva / . – Kh.: NUPh, 2019. – p. 44.</i>
Supplementary reading suggestions for in-depth study of the educational component	<ol style="list-style-type: none"> 1. Rollins Brent L. Pharmaceutical Marketing / Brent L. Rollins, Matthew Perri. – Jones&Bartlett learning, 2013 – 282 p. 2. Наумов, В. Н. Поведение потребителей : учеб. пособие / В. Н. Наумов. – Москва : ИНФРА-М, 2014. – 246 с.

	3. Про лікарські засоби [Електронний ресурс] : Закон України від 4 квітня 1996 року № 123/96-ВР // Верховна Рада України. – Актуально на 01.09.2017. – Режим доступу: http://zakon4.rada.gov.ua/laws/show/123/96-%D0%B2%D1%80 . – Назва з екрана.
Current electronic information resources (magazines, websites) for in-depth study of the educational component	<ol style="list-style-type: none"> 1. <i>Center for Remote Technologies</i> http://www.pharmel.kharkiv.edu/ 2. <i>New marketing</i> http://www.marketing.web-standart.net 3. <i>Market Research Practice</i> http://www.gortis.info 4. <i>Government courier</i> http://uamedia.visti.net/uk 5. <i>Expert</i> http://www.expert.ua 6. <i>Encyclopedia of marketing</i> http://www.marketing.spb.ru/read/m7/
Moodle distance learning system	https://pharmel.kharkiv.edu/moodle/course/view.php?id=4384

18. Technical support and software of the educational component: *Provide a list of technical support – computer and software necessary for studying the educational component Microsoft Word, Excel, Power Point, Adobe Acrobat Reader, Zoom*