

**SYLLABUS OF THE EDUCATIONAL COMPONENT
DIGITAL MARKETING TOOLS**
for applicants for higher education of 3 year of study day form of education
(4,10 years of study)
of educational program « Pharmacy»
in specialty «226 Pharmacy, industrial Pharmacy»
field of knowledge «22 Healthcare»
training for second (Master's) level of higher education

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
- 3. Web site of the department:** <http://mmf.nuph.edu.ua/>
- 4. Information about teachers:**
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, 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 online
- 6. Brief summary of the educational component:** "Digital Marketing Tools" is an elective educational component 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:** the formation of knowledge, skills and competencies necessary for the organization of effective activities for the promotion of companies and products through digital channels.
- 8. Competences in accordance with the educational program:**
Integral
Ability to solve typical and complex specialized tasks and practical problems in the professional pharmaceutical activity of Healthcare on a socially-oriented basis or in the process of training, 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 comprehend and solve complex issues, make decisions in complex unpredictable conditions, formulate judgments in the presence of incomplete or limited information, taking into account aspects of social and ethical responsibility; clearly and unambiguously to convey their conclusions and use their knowledge, reasonably substantiating them, to professional and non-professional audience.

Soft- skills / General competences (CG):

- GC 2. Ability to apply knowledge in practical situations, make reasonable decisions.
- GC 4. Ability to abstract thinking, analysis and synthesis, to learn and be modernly trained.
- GC 5. Ability to show initiative skills and entrepreneurship.
- GC 6. Knowledge and understanding of the subject area and understanding of professional activity.
- GC 9. Skills in the use of information and communication technologies.
- GC 10. Ability to choose communication strategy, ability to work in a team and with experts from other fields of knowledge / types of economic activity.
- GC 11. Ability to assess and ensure the quality of performed work.
- GC 12. Ability to conduct research at the appropriate level.

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

- PC 17. Ability to organize and carry out general and marketing management of assortment, commodity-innovative, pricing, sales and communication policies of pharmaceutical market entities based on the results of marketing research and taking into account the market processes in national and international markets, risk management in the pharmaceutical system.

9. The program learning outcomes: (PLO):

- PLO 2. To apply knowledge of general and professional disciplines in professional activities.
- PLO 4. To 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 7. To perform professional activities using creative methods and approaches.
- PLO 9. To carry out professional activities using information technology, "Information Databases", navigation systems, Internet resources, software and other information and communication technologies.
- PLO 11. To use methods for assessing performance indicators; to identify reserves to increase labor efficiency.
- PLO 12. To analyze the information obtained as a result of scientific research, summarize, systematize and use it in professional activities.
- PLO 29. To ensure a competitive position and effective development of pharmaceutical organizations on the basis of research work on all elements of the marketing complex.

10. Status of the educational component: selective

11. Prerequisites of the educational component: *The educational component "Digital marketing tools" is based on the study by students of higher education of "Introduction to the profession with familiarization practice".*

12. The volume of the educational component: *3 ECTS credits, hours per educational component: 90 general, 9 lectures, 21 seminar classes, 60 individual work*

13. Organization of training:

The format of teaching the educational component

Content of the educational component:

Content module 1.

Digital marketing as a modern means of promoting companies, goods, and services.

Topic 1. Introduction to digital marketing.

Topic 2. Digital marketing process.

Content module 2.

Digital tools of marketing communications in the pharmaceutical market.

Topic 3. Website as a digital marketing tool.

Topic 4. Direct mailings. Chat bots.

Topic 5. Social Media Marketing. Influencer marketing.

14. Forms and types of academic achievements supervision:

Forms and types of academic achievements supervision

Progress supervision: oral discussion, written control, solution of situational and calculation tasks.

Supervision of content modules: oral discussion, written control, solution of situational and control tasks.

Semester control form: semester credit.

Conditions for admission to the supervision of content modules: For admission to the supervision of content module, it is necessary to have a minimum number of points for each topic (class) of content module.

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

15. 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 points per module – for content modules)
<p>Content module 1. <i>Digital marketing as a modern means of promoting companies, goods, and services.</i></p> <ul style="list-style-type: none"> - evaluation of topics (1-2): work in classes (oral discussion, holding of speech and presentation, solving situational and calculation tasks) – 20 points; - supervision of content module 1 (answers to theoretical questions, solving situational and calculation tasks) – 30 points; 	50 (50 %)
<p>Content module 2. <i>Digital tools of market communications in the pharmaceutical market.</i></p> <ul style="list-style-type: none"> - evaluation of topics (3-5): work in classes (oral discussion, holding of speech and presentation, solving situational and calculation tasks) – 30 points; - supervision of content module 2 (answers to theoretical questions, solving situational and calculation tasks) – 20 points; 	50 (50 %)
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:

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:

<p>The main reading suggestions</p>	<ol style="list-style-type: none"> 1. Pestun, I. V. Effectiveness of current multi-channel marketing in pharmacy / I. V. Pestun, Z. M. Mnushko // Управління, економіка та забезпечення якості в фармацевції. - 2016. - № 1. - С. 62-66. 2. Richardson, Paul. Internet marketing : reading and online resources / P. Richardson. - Boston : Mc Graw-Hill, 2001. - 350 p.
<p>Supplementary reading suggestions for in-depth study of the educational component</p>	<ol style="list-style-type: none"> 1. 2021 Digital Marketing Trends: Top Recommendations. URL : https://www.cardinaldigitalmarketing.com/blog/how-the-top-digital-marketing-trends-will-evolve-in-2021 (accessed at 18.09.2021). 2. 2021 Global Marketing Trends. URL: https://www2.deloitte.com/content/dam/Deloitte/lu/Documents/technology/lu-global-marketing-trends-2021.pdf (accessed at 18.10.2021). 3. Balekari U., Nallaguntla L. Multichannel marketing (MCM) in pharmaceutical industry // In. J. Pharm. Sc. B. Man. — 2015. — Vol. 3. P. 15–23. 4. Beaulieu A. Hoybye M. Studying Mailing Lists: text, temporality, interaction and materiality at the intersection of email and the web. <i>Handbook of Emergent Technologies in Social Research</i>. 2011. C. 257–274. 5. Chadwick F., Johnston K., Mayer K. Digital Marketing — Strategy, Implementation and Practice. United Kingdom: 5th Revised edition, 2012. 698 c. 6. Chaffey D., Chadwick F.E.. Digital marketing. Strategy, implementation and practice. 7th edition. 2019. New York : Pearson 7. Chaffey D., Ellis-Chadwick F., Johnston K., Mayer K. Digital Marketing-Strategy, Implementation and Practice. United Kingdom: 5th Revised edition, 2012. 698 c. 8. Channel Dynamics Global Reference. An annual review of pharmaceutical sales force and marketing channel performance IQVIA, 2021. URL : https://www.iqvia.com/fr-be/library/publications/channeldynamics-global-reference-2021 (accessed at 10.09.2021). 9. Coon M. Social media marketing: successful case studies of businesses using facebook and youtube with an in-depth look into

	<p>the business use of twitter. Unpublished term project, Stanford University, 2010. 37 с.</p> <p>10. Didital 2021: global overview report. URL : https://datareportal.com/reports/digital-2021-global-overview-report (accessed at 27.11.2021).</p> <p>11. How to Send Emails to Undisclosed Recipients in 2020. URL : https://www.lifewire.com/send-email-to-undisclosed-outlook-1173806 (accessed at 27.11.2021).</p> <p>12. Kamal, Yusuf. (2016). Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies. 06. 5300-5302. 10.4010/2016.1298.</p> <p>13. Morozan C., Enache E., Vechiu C. Evolution of digital marketing. URL: https://mpira.ub.uni-muenchen.de/13725 (accessed at 15.10.2021).</p> <p>14. Zhadko, S. V. New tools in the medical representatives' work in the context of digital marketing development / S. V. Zhadko, Jouahri Mohammed-Yassine // Актуальні проблеми розвитку галузевої економіки, менеджменту та логістики : матеріали X міжнарод. наук.-практ. internet-конф. з міжнар. участю, м. Харків, 10 листоп. 2022 р. - Харків : НФаУ, 2022. - С. 295-296.</p> <p>15. Zhadko, S. V. Study of the most important areas of digital marketing for pharmaceutical companies / S. V. Zhadko, Sarkodie Gertrude Serwaa // Актуальні проблеми розвитку галузевої економіки, менеджменту та логістики : матеріали X міжнарод. наук.-практ. internet-конф. з міжнар. участю, м. Харків, 10 листоп. 2022 р. - Харків : НФаУ, 2022. - С. 297-298.</p> <p>16. Zhadko S. V., Kulibaba A.E., Hydaer Ali Ahmed The feasibility of using social media in pharmaceutical marketing. <i>Соціальна фармація: стан, проблеми та перспективи</i> : Матеріали III міжнародної наук.-практ. Internet-конф. (м. Харків, 27–30 квіт. 2015 р.) Харків : Вид-во НФаУ, 2015. С. 375–377.</p>
<p>Current electronic information resources (magazines, websites) for in-depth study of the educational component</p>	<ol style="list-style-type: none"> 1. Scatcounter global stats. https://gs.statcounter.com 2. Sendpulse - a platform for marketing and sales https://sendpulse.ua 3. Serpstat SEO platform. https://serpstat.com/ 4. Similarweb platform https://www.similarweb.com 5. We are social creative agency. https://wearesocial.com/ 6. NuPH library: http://lib.nuph.edu.ua 7. Internet Marketing Association. https://imanetwork.org/
<p>Moodle distance learning system</p>	<p>https://pharmel.kharkiv.edu/moodle/course/view.php?id=</p>

17. **Technical support and software of the educational component:** computer, multimedia projector, Google Workspace for Education Standard, ZOOM, MOODLE.