



CALENDAR-THEMATIC PLAN OF LECTURES in Basics of consumer behavior in pharmacy for 2 course

26 Pharmacy, industrial pharmacy Phm22*(4,10)eng-01-12

(code and specialty name)

(group code)

(spring semester 2023/2024)

№	Date	Lesson Name	Volume in hours	Lecturer
MODULE 1. Theoretical and methodological foundations of the study of consumer behavior				
1.	22.09.2023	Theoretical foundations of the study of consumer behavior	2	as. prof. Bondarieva I.V.
2.	29.09.2023	Methodological foundations of the study of consumer behavior	2	as. prof. Bondarieva I.V.
3.	06.10.2023	Consumer Behavior in the B2C Market: Features, Study Tools and Impacts.	2	as. prof. Bondarieva I.V.
4.	13.10.2023	Consumer Behavior in the B2B Market: Features, Study Tools and Impacts	2	as. prof. Bondarieva I.V.
5.	20.10.2023	Basics of consumer behavior in the pharmaceutical market	2	as. prof. Bondarieva I.V.
6.	27.10.2023	Basics of consumer behavior in the pharmaceutical market	2	as. prof. Bondarieva I.V.
Total:			12	

Note: the lecture takes place at Friday online
(day of the week) (time) (classroom number)

Head of the Department of Pharmaceutical
Management and Marketing,
Professor

-  Volodymyr MALYI

CALENDAR-THEMATIC PLAN

OF SEMINAR LESSONS

in Basics of consumer behavior in pharmacy for 2 course

(the name of educational component)

In specialty 226 Pharmacy, industrial pharmacy Phm22*(4,10)eng-01-12

(spring semester 2023/2024)



№	Date	Lesson Name	Volume in hours Type of activity	Knowledge Assessment System, points	
				min	max
CONTENT MODULE 1. THEORETICAL FOUNDATIONS OF THE STUDY OF CONSUMER BEHAVIOR					
1	10.11.23	Theoretical foundations of the study of consumer behavior	3 sem.	2,4	4
2	24.11.23	Methodological foundations of the study of consumer behavior	2 sem.	2,4	4
3	24.11.23	<i>Final test of CM 1 assimilation</i>	1 sem.	18	30
Total from CM 1:				22,8	38
CONTENT MODULE 2. APPLIED BASICS OF STUDYING CONSUMER BEHAVIOR					
4	08.12.23	Consumer behavior in the B2C Market: Features, Study Tools and Impacts	3 sem.	2,4	4
5	22.12.23	Consumer behavior in the B2B Market: Features, Study Tools and Impacts	3 sem.	2,4	4
6	19.01.24	Basics of consumer behavior in the pharmaceutical market.	2 sem.	2,4	4
7	19.01.24	Protection of report	1 sem.	12	20
8	02.02.24	<i>Final test of CM 2 assimilation</i>	1 sem.	18	30
Total from CM 2:				37,2	62
9	02.02.24	Semester credit of the module: "Basics of consumer behavior in pharmacy"	2 sem.		
THE WHOLE AMOUNT OF HOURS FOR THE MODULE 1			18 sem.	60	100

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