

MINISTRY OF PUBLIC HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY
Department of Pharmaceutical Management and Marketing

**METHODICAL RECOMMENDATIONS TO WORK
PLACEMENT IN PHARMACEUTICAL
MANAGEMENT AND MARKETING**

2023

UDC: 615.1:65.050:339.138 (075.8)

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Recommended by

Method. Prof. Commission of economic-administrative and social-humanitarian disciplines of NUPh (protocol No.4 from 11.04.2023)

Methodical recommendations to work placement in pharmaceutical management and marketing. Malyi V. V. [et al.]. — Kharkiv: NUPh, 2023. – 32 p.

The methodological recommendations are intended for applicants of the second (master's) level of higher education in the specialty «226 Pharmacy, Industrial Pharmacy», who are undergoing work placement in pharmaceutical marketing and management on the basis of pharmacy institutions, as well as for practice supervisors from the department and representatives of pharmacy institutions.

The recommendations reflect the purpose, objectives and program of the practice, the rights and responsibilities of the department, practice sites and applicants of higher education, describe the stages work placement, the criteria and procedure for assessing its results.

CONTENT

Introduction	5
Purpose of educational components and competencies in accordance with the educational program “Pharmacy”	6
Work placement schedule	22
Summary of work placement	24
Criteria and evaluation order of educational outcomes	25
Reporting documentation on work placement	27
Reading suggestions	28

INTRODUCTION

A work placement is one of the types of practical training for students of the specialty «Pharmacy, industrial pharmacy», which helps to most effectively accumulate the practical experience necessary for successful future activities.

During the work placement students are introduced with the industry characteristics, specific to a particular company, are studying the production, management, personnel and marketing subsystem. As an important part of the educational and training process, the work placement is organized and conducted according to approved program with a list of the issues necessary to perform the tasks.

The program of «Work placement in management and marketing in pharmacy» consists of a module 1 «Management in Pharmacy. Marketing as an integrative function of management» that is divided into two content modules:

Content module 1. The practical implementation of the theory of management in pharmacy.

Content module 2. Marketing in practical pharmacy.

The control on a national scale, which provides differentiated credit.

PURPOSE OF EDUCATIONAL COMPONENTS AND COMPETENCIES IN ACCORDANCE WITH THE EDUCATIONAL PROGRAM «PHARMACY»

The purpose of the educational component «Work placement in pharmaceutical management and marketing» is the consolidation and deepening of theoretical knowledge and practical skills obtained in the process of learning to fulfill management and marketing functions, the implementation of entrepreneurial activities in the market conditions.

The main tasks of the educational component «Work placement in pharmaceutical management and marketing» is the formation of practical skills in the field of pharmacy. The student has to acquire the theoretical foundations of management and marketing in pharmacy with their subsequent implementation in practical skills, including a system of management methods for pharmaceutical organizations in Ukraine and abroad, the procedure of functioning, management of the pharmaceutical system organizations and their effectiveness, forms of management communications, office work, creation and operation of management communications information management systems, management of decision-making process, principles, types, organizational forms and features of entrepreneurial activities in pharmacy, management of labor and personnel, recruitment management, the basis of labor and economic law, management of innovative processes in pharmacy, etc., and also Marketing: Market mechanism and its functions, pharmaceutical marketing management process, study of the drug market, positioning and competitiveness of pharmaceutical goods and firms, the formation of sales policy enterprises of the pharmaceutical industry, strategies and methods of pricing and pricing policies of pharmaceutical enterprises, a system of marketing communications and sale promotion of pharmaceutical products, features of drugs advertising, Public Relations, information marketing systems, etc.

Educational component «Work placement in pharmaceutical management and marketing» ensures the acquisition of applicants for higher education the

following competences:

Integral: the ability to solve typical and complex specialized tasks, and practical problems in professional pharmaceutical activities with the application of provisions, theories and methods of fundamental and socio-economic sciences; integrate knowledge and solve complex issues, formulate judgments in case of insufficient or limited information; concern its conclusions and knowledge clearly and unambiguously, reasonably justifying them, to a professional and non-professional audience.

General:

GC 2. The ability to apply knowledge in practical situations.

GC 5. Spirit of entrepreneurship, the ability to manifest initiative.

GC 6. Knowledge and understanding of the subject area and understanding of the profession.

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

GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other areas of knowledge / types of economic activity).

GC 10. Ability to conduct research at an appropriate level.

Special (professional, subsectional):

SC 2. The ability to consult on prescription and non-prescription drugs and other products of the pharmacy assortment; carry out pharmaceutical care during the selection and sale of an over-the-counter medicinal product by assessing the risk/benefit ratio, compatibility, indications and contraindications guided by data on the health status of a specific patient, taking into account the biopharmaceutical, pharmacokinetic, pharmacodynamic and physicochemical features of the medicinal product and other products.

SC 8. The ability to organize the activities of the pharmacy to provide the population, health care institutions with medicines and other products of the pharmacy assortment and to implement in them appropriate reporting and accounting systems (management, statistical, accounting and financial) in

accordance with the requirements of the National Medicines Policy, Good Pharmacy Practice (GPP) and carry out commodity analysis, administrative records taking into account.

SC 10. The ability to organize and implement the total and marketing management of the assortment, invention, price, sales and communicative policies of the subjects of the pharmaceutical market based on the results of marketing research and taking into account market processes at the national and international markets.

SC 13. The ability to demonstrate and apply in practice communication skills, fundamental principles of pharmaceutical ethics and deontology based on moral obligations and values, ethical norms of professional conduct and responsibility in accordance with the Code of Ethics.

SC 17. The ability to organize and carry out general and marketing management of assortment, product innovation, price, sales and communication policies of pharmaceutical market subjects based on the results of marketing research and taking into account market processes in the national and international markets, manage risks in the pharmaceutical supply system.

Integrative final program learning outcomes (PLO), the formation of which is facilitated by the educational component:

PLO 1. Conduct 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 of general and professional disciplines in professional activities.

PLO 3. To comply with the norms of the sanitary and hygienic regime and the requirements of safety equipment when carrying out professional activities.

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 5. To position one's professional activity and personal qualities on the

pharmaceutical labor market; formulate the goals of one's own activity taking into account public and industrial interests.

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 8. To carry out professional communication in the state language, use oral communication skills in a foreign language, analyzing texts of a professional orientation and translating foreign language information sources.

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 12. Analyze information obtained as a result of scientific research, summarize, systematize and use it in professional activities. PRN

PLO 14. Determine the advantages and disadvantages of drugs of various pharmacological groups, taking into account their chemical, physicochemical, biopharmaceutical, pharmacokinetic and pharmacodynamic features. Recommend consumers non-prescription medicinal products and other goods of the pharmacy range with the provision of counseling and pharmaceutical care.

PLO 20. To carry out a complex of organizational and management measures to provide the population and health care institutions with medicines and other products of the pharmacy assortment. Carry out all types of accounting in pharmacies, administrative records, product analysis processes.

PLO 21. Calculate the main economic indicators of pharmacy establishments, as well as taxes and fees. Form all types of prices (wholesale, purchase and retail) for medicinal products and other products of the pharmacy assortment.

PLO 22. Manage pharmaceutical organizations and determine its effectiveness using management functions. Make management decisions on the basis of the developed leadership and communication skills of pharmaceutical personnel regarding the strategic planning of enterprise activities.

PLO 24. Plan and implement professional activities on the basis of normative legal acts of Ukraine and recommendations of proper pharmaceutical practices

PLO 25. To promote the preservation of health, in particular the prevention of diseases, rational prescription and use of medicinal products. To faithfully fulfill 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.

PLO 29. To ensure competitive positions and effective development of pharmaceutical organizations based on the conducted research work on all elements of the marketing complex.

As a result of the study of the educational component, the applicant of higher education will

know:

- strategic and tactical tasks of pharmaceutical enterprises and pharmacies;
- interconnection of the pharmacy and its external environment (suppliers, consumers, competitors, etc.), external factors affecting the achievement of pharmacy purposes;
- management methods, socio-psychological styles of management: authoritarian, democratic, liberal;
- leadership theories;
- functional responsibilities of the staff of the pharmacy;
- factors affecting the psychological climate of the pharmaceutical team and its relationship with labor efficiency indicators;
- features of strategic planning stages on the example of pharmacies and

wholesale pharmaceutical companies;

- types of organizational structures of pharmaceutical organizations;
- fundamental means of stimulating staff activities and types of reinforcements;
- control process as management functions and all types of organizational control: preliminary, current, final;
- types of organizational communications and possible obstacles to information exchange on the example of pharmaceutical organizations;
- technology of business meeting and the conditions for the effectiveness of business meetings;
- requirements for office work and the procedure for organizing document management at a pharmacy;
- the structure of the business plan and the main stages of working with it;
- the main provisions of Labor Law of Ukraine;
- the structure of the pharmaceutical market;
- directions of marketing activities of the enterprise;
- market segmentation and its main principles;
- indicators of factors of demand and supply in the pharmaceutical market;
- positioning of medicines for certain indicators;
- the process of determining the competitiveness of drugs presented in the market;
- formation of the product range in the pharmacy and its stages;
- stages of product life cycle and strategies for marketing activities of the enterprise;
- main directions of development of innovations of pharmaceutical enterprises/pharmacies;
- coefficients of price elasticity of demand and its nature;
- stages of the formation of sales policy;
- functions of intermediaries in the pharmaceutical market;
- marketing solutions in the wholesale and retail trade of pharmaceutical

goods;

- the process of implementing the marketing of the project;
- marketing communications and their features for medicines;
- merchandising rules;
- process of marketing research;
- marketing control in pharmaceutical enterprises;
- directions and stages of marketing audit.

be able to:

- identify the relationship of internal variables of organization;
- define management methods, socio-psychological style of management: authoritarian, democratic, liberal;
- use leadership theories;
- establish the functional responsibilities of the staff of the pharmacy enterprise;
- analyze the factors that affect the psychological climate of the pharmaceutical team and its relationship with labor efficiency indicators;
- implement strategic planning for pharmacy companies and wholesale pharmaceutical firms;
- establish the type of organizational structure of a pharmaceutical organization (Base of the Practice);
- use staff stimulation using different types of reinforcements;
- implement organizational control: preliminary, current, final;
- analyze the types of organizational communications and establish possible obstacles to information exchange on the example of pharmaceutical organizations;
- hold business meetings and conditions for the effectiveness of business meetings;
- draw up documents and organize documents' flow of a pharmaceutical enterprise and a pharmacy;
- make a business plan and implement it;

- carry out adequate selection of personnel, taking into account their vocational training, business and personal qualities, to identify functional duties;
- take and dismiss workers, control the procedure for maintaining and accounting records in workbooks;
- identify reserves of increasing the efficiency of the pharmacy staff based on efficiency criteria, working time analysis and construction of models of rational use using performance indicators;
- segmentation of the consumer market according to demographic, psychographic characteristics, morbidity, medical care profile;
- analyze the presence of medicines for a particular segment of the market in assortment and price characteristics, on enterprises-manufacturers, to determine their competitiveness, issue final analytical tables;
- determine the range of necessary drugs and medical products for certain populations based on the analysis of data on consumer contingent;
- analyze price lists and other sources of marketing information of companies and drug manufacturers in order to determine the assortment-price characteristics of products;
- carry out marketing research of the market for concrete medicines and their therapeutic groups;
- carry out the positioning of drugs;
- analyze the requirements and motivations of consumers of medicines and medical products using the survey in order to determine the proposals for the pharmaceutical enterprise (pharmacy) to change the assortment policies;
- determine and calculate the need for drugs of various therapeutic groups and assortment positions in the pharmaceutical market;
- determine and apply effective distribution channels of pharmaceutical products depending on the economic situation in the manufacturers market, intermediary firms, suppliers;
- monitor the products flow, determine the problem drug and carry out sales stimulating measures using the marketing information data base;

- analyze the reasons for changes in the sale of drugs and medical products, taking into account data on the availability of competitive products on the pharmaceutical market, people disease, level of medical and preventive care, seasonality, etc. and issue a report;
- conduct a preliminary examination of purchase and sale contracts from the standpoint of the terms of delivery (batch of goods, price, calculation conditions: prepayment, delay of payment, discounts, etc.) with the execution of expertise;
- provide a comparative characterization with original drugs and generic drugs, guided by the data of clinical and pharmacological studies, pharmacoeconomic indicators and information database of drugs for justifying the optimal choice of the drug
- draw up information messages for doctors and pharmacy specialists about new drugs and new indications for the use of known drugs, form data of automated information systems, etc.;
- provide doctors and pharmacy workers of systematic and operational pharmacoeconomic information on medicines and medical products, about the prospects for drugs, the presence or absence of drugs in pharmacies and their analogues;
- carry out activities for the entry of new drugs in the pharmacy network and analyze their feedback cards;
- justify the order-requirements for the pharmaceutical warehouse and to other suppliers to receive medicines and goods of the pharmacy assortment, given the regulatory documents of the Ministry of Health of Ukraine;
- using marketing, statistical, departmental information to participate in the development of separate sections of the business plan;
- organize an effective document flow of pharmaceutical organizations, control, systematization and storage of documents;
- form relationships with patients and doctors in order to fulfill the WHO ethical criteria and the principles of good pharmacy practices for the

promotion of drugs in the market, minimize the abuse and incorrect use of drugs.

possess:

- the basics formulation of purposes and tasks of the pharmaceutical organization, creation their structure;
- methodology for assessing the factors of the external and internal environment;
- methodology for evaluating the components of the successful operation of the pharmaceutical organization;
- methodology for drawing up a strategic plan for a pharmaceutical organization;
- methods of motivation of personnel depending on the needs of employees and the use of different theories of motivation;
- making a rational decision in conditions of uncertainty;
- approaches to improving the effectiveness of organizational communications;
- methodology for the creation and implementation of organizational documents;
- modern information technologies for the collection, accumulation, analysis of pharmaceutical information in the management process;
- the methods of getting out of a conflict situation;
- knowledge of the use of the basis of labor law in solving practical situations;
- methodology for assessing the effectiveness of organization and management;
- the method of creating a marketing plan for a pharmaceutical organization;
- methods of marketing research of the market of medicines, compiling questionnaires for consumers and experts in the pharmaceutical market;
- methodology of research of consumers of medicinal products;
- methods for determining the need for medicines and calculating quantitative market characteristics;

- the methodology for the establishment and organization of the pharmaceutical marketing services market;
- basics of marketing activities at different stages of the product's life cycle;
- criteria for forming the range of goods in the pharmacy;
- method of calculating the critical volume of sales;
- methodology for the formation and assessment of commodity distribution channels;
- methodology of planning and organizing marketing communications in pharmacy;
- knowledge of the structure and process of presentation of a pharmaceutical product;
- methods of work with objections in the process of personal sale of goods;
- PR technology of pharmaceutical companies;
- basics of pharmacy design according to general approaches of merchandising;
- methodology for conducting the control of the marketing activity of the enterprise and the calculation of indicators characterizing its activities;
- knowledge of foreign trade activities of pharmaceutical organizations.

CONTENTS OF THE EDUCATIONAL COMPONENT

Thematic Module 1. Practical realization of management theory in pharmacy

Specific purposes:

- *To make a pharmaceutical enterprise dossier.*
- *To analyze the horizontal and vertical division of labor.*
- *To explain the relationship of internal variables of the organization.*
- *To analyze and plan the effect of internal environmental factors on the efficiency of the enterprise.*
- *To analyze the external environmental factors and the degree of influence on its activities.*
- *To provide a preliminary assessment of the impact of competitors, government agencies, contact audiences on the efficiency of the enterprise.*
- *To select methods and management styles and analyze the effectiveness of the working time of the head of the organization.*
- *To form an innovative model of behavior of the organization's head, identify him/her as an entrepreneur.*

1. Theoretical Fundamentals of Management

Compilation of a pharmaceutical enterprise (pharmacy) dossier as an organization, including: pharmacy name, legal address, location, mode of operation, shape of ownership.

2. Organization as an object of management

Analysis of internal variables of the organization, defining their connection on the example of the practice base. Details of the organization's objectives with the definition of short-term, medium-term, long-term ones; its structures; Tasks (in directions: work with people, with materials, with information); Technologies and personnel.

Characteristics of the internal environment of the enterprise. Details of the pharmacy objectives with the definition of short-term (up to one year), medium-

term (1-5 years) and long-term (5-10 years). Formulation of tasks of the pharmacy.

Analysis of the external environment of the enterprise (Practice Base), Consumer Characteristics, Suppliers. Determination of the influence of competitors, government authorities, contact audiences.

3. Successful management

Analysis of the methods and styles of management of the head of the organization, by surveying the team.

Analysis of work time, with the details of the use of the pharmacy head components of self-compliance.

4. Management functions. 5. Management of decision-making process

Analysis of the implementation of management functions at the enterprise (practice database). The mission of the organization and its goal.

Determination of priority incentives in ensuring the effective work of the Practitioner Personnel. Examples of material and non-material stimulation.

Description of the process of adopting a management decision on the choice of a supplier company. Determining the approach to making a management decision.

6. Communicative processes in management. 7. Management and administration of pharmaceutical organizations. Management and informatics

Drawing up a general scheme of organizational communications, in the enterprise (practice database). Examples of external communications on practical examples of relationships with suppliers, consumers, controlling bodies, competitors, other organizations. Examples of internal communications.

Based on own observations, determine the presence of informal communications and assess its. Give examples.

8. Management and Entrepreneurship

To analyze an enterprise (database of practice) in terms of carrying out entrepreneurial activities, identifying the type of enterprise, the form of ownership, the direction of control of entrepreneurship and the parameters that are subject to

control.

To examine the types of the most common risks in the pharmaceutical organization (practice database). Give examples.

9. Management of labor resources and personnel. 10. Group dynamics. Conflict Management. 11. Labor relations in market conditions. 12. Evaluation of the effectiveness of the organization

Studying the Rules for Accessing and Dismissal, Personal Affairs, conducting books of orders.

Conducting studies of the yield of personnel of the enterprise for the calendar year, identifying its causes.

Thematic Module 2. MARKETING IN PRACTICAL PHARMACY

Specific purposes:

- *Determine the directions of marketing activities of the enterprise (Practice Base).*
- *Analyze the assortment policy of the pharmacy (company) - Practice Bases.*
- *Diagnose economic conjuncture in the region of functioning of the enterprise.*
- *Select factors affecting the market capacity.*
- *Formulate conclusions regarding the effectiveness of the enterprise's pricing policy, analyze the elasticity of demand for concrete medicines.*
- *Determine the basic methods of stimulating the sales of medicines used by the enterprise (Practice Base). Illustrate examples of the use of merchandising.*
- *Analyze the level of influence of factors affects the competitive advantages of the enterprise.*

13. Fundamentals of pharmaceutical marketing. 14. Management by the pharmaceutical marketing. 15. Study of market of medicines. 16. Marketing research and information support of marketing in pharmacy.

The definition of basic functions and marketing solutions in the activities of a pharmaceutical organization in accordance with the marketing complex.

Analysis of the external environment of the enterprise and the definition of basic marketing entities with which the pharmaceutical organization interacts.

On the example of a drug or other product of the pharmacy assortment, analyze the effect of TV advertising on the volume and dynamics of sales.

17. Product in the system of marketing. 18. Assortment and product policy of pharmaceutical enterprises and pharmacies.

Study of the assortment of medicines on the example of a certain therapeutic group (choose by a student). Calculation of the share of the group of medicines in terms of sales in the pharmacy.

Analysis of the assortment policy of the pharmacy (company) for such characteristics as the presence of the total number of assortment groups (the width of the range) the presence of analog preparations in existing groups (the depth of the range), comparability (by the selected parameter).

19. Price, pricing, price policy of pharmaceutical enterprises and pharmacies.

Analysis of pricing factors for medicines.

Determination of marketing solutions in the field of pricing policy, carrying out the analysis of the elasticity of demand with the construction of the curves of the elasticity of demand for the price for the drug.

20. Distribution activity of pharmaceutical enterprises.

Evaluation of the work of the suppliers of the enterprise.

Assessment of the interior of the enterprise, fulfillment of service standards, features of the use of merchandising; Details of additional services provided by the Enterprise.

21. Marketing policy of communications. 22. Advertising in the system of pharmaceutical marketing. Advertising of medicines. 23. Sales promotion and other directions of marketing communications. 24. Public relations as a means of marketing communications. Merchandizing in pharmacies

Characteristics of methods and measures of sales promotion aimed to a consumer and staff of the enterprise (Practice Bases).

25. Marketing control. 26. International marketing in pharmacy

Drawing up a plan for controlling the activities of an enterprise (Practice Base) for compliance with the planned indicators over the past year. Conducting a control of pharmacy profitability over the same period.

WORK PLACEMENT SCHEDULE

Content modules and topics	The amount of hours			Forms of self-study
	Total	Practical work	Self-study	
Content module 1. Practical realization of management theory in Pharmacy				
Topic 1. Theoretical bases of management in pharmacy. Topic 2. Organization as a management object. External environment of pharmaceutical organizations.	20	12	8	work with lectures abstracts, Internet resources, research
Topic 3. Successful management. Activity of a manager.	10	6	4	The same
Topic 4. Functions of management. Topic 5. Management of decision making process.	10	6	4	The same
Topic 6. Communication processes in management. Organizational communications at a pharmacy. Topic 7 Management and administration of pharmaceutical organizations. Management and informatics	10	6	4	The same
Topic 8. Management and entrepreneurship. Entrepreneurship in pharmacy.	10	6	4	The same
Topic 9. Management of labor resources and personnel of pharmaceutical organizations. Topic 10. Group dynamics and leadership. Management of conflicts, stress.	10	6	4	The same
Topic 11. Labor relations in market conditions	10	6	4	The same
Topic 12. Estimation of management and organization’s efficiency.	10	6	4	The same
Total for content module 1	90	54	36	
Content module 2. Marketing in practical pharmacy				
Topic 13. Fundamentals of pharmaceutical marketing. Topic 14. Management by the pharmaceutical marketing.	10	6	4	work with lectures abstracts, Internet

Content modules and topics	The amount of hours			Forms of self-study
	Total	Practical work	Self-study	
				resources, research
Topic 15. Study of market of medicines. Topic 16. Marketing research and information support of marketing in pharmacy.	10	6	4	The same
Topic 17. Product in the system of marketing. Topic 18. Assortment and product policy of pharmaceutical enterprises and pharmacies.	20	12	8	The same
Topic 19. Price, pricing, price policy of pharmaceutical enterprises and pharmacies.	10	6	4	The same
Topic 20. Distribution activity of pharmaceutical enterprises.	10	6	4	The same
Topic 21. Marketing policy of communications. Topic 22. Advertising in the system of pharmaceutical marketing. Advertising of medicines.	10	6	4	The same
Topic 23. Sales promotion and other directions of marketing communications. Topic 24. Public relations as a means of marketing communications. Merchandizing in pharmacies	10	6	4	The same
Topic 25. Marketing control. Topic 26. International marketing in pharmacy	9	5	4	The same
Total for content module 2	89	53	36	
Semester differential credit	1	1	-	
The whole amount of hours	180	108	72	

SUMMARY OF WORK PLACEMENT

During the work placement, all work of the higher education applicant is controlled by the supervisor from the practice base and supervisor from the PhMM department. After completing the work placement, higher education applicants should report about the completion of the program in the manner established by the department.

The program of the work placement determines types and forms of monitoring the level of knowledge, abilities, skills that higher education applicants acquired and consolidated during the work placement.

Completed practice documents (practice journal and workbook) must be signed by the supervisor of work placement from the pharmacy and certified with the seal of the pharmacy.

Higher education applicants must have the work placement test within two weeks of the semester following the work placement.

The results of the work placement are assessed according to 100-point rating scale and presented in the ECTS system and the traditional scale adopted in Ukraine.

The special module has been created in the PhMM course to prepare for testing, which can be found by the link <https://tests.nuph.edu.ua>

The result of the work placement test is entered into the semester control sheet and the individual curriculum of the higher education applicant.

If the work placement program is not completed by a higher education applicant for a valid reason, then he/she has the opportunity to undergo the work placement again according to an individual schedule in time free from study.

CRITERIA AND EVALUATION ORDER OF EDUCATIONAL OUTCOMES

Work placement in pharmaceutical management and marketing is graded **“A”** (90-100 points), if:

1) the report on practice is executed at a high level and corresponds to the program of practice and indicates a thorough knowledge of the basic provisions of management and marketing in pharmacy;

2) copies of documents, illustrating enterprise activity, are included into the report;

3) an applicant of higher education proves proficiency in questions, which are examined in the report, gave expert answers to the questions and substantiated arguments of certain provisions, applications and recommendations, presented in the report;

4) an applicant of higher education gives at least 19 out of 20 correct answers to the test tasks.

Work placement in pharmaceutical management and marketing is graded **“B”** (82-89 points) and **“C”** (74-81 points) if:

1) the practice report is performed at a high level and complies with the practice program and indicates a thorough knowledge of the basic provisions of management and marketing in pharmacy;

2) copies of documents illustrating the enterprise activity are included into the report;

3) an applicant of higher education found out a good understanding of the main questions of the report, gave expert answers to the questions; the student has some insignificant remarks about the contents and formatting of the report and the diary. The characteristic of the student is positive. In answering the commission members' questions about the practice program, the student made some inaccuracies, but overall has a solid knowledge;

4) an applicant of higher education gives at least 17 out of 20 correct

answers to the test tasks.

Work placement in pharmaceutical management and marketing is rated as **“D”** (64-73 points) or **“E”** (60-63 points) if:

- 1) the report and the diary are not properly prepared.
- 2) the most questions of the program are covered in the report, but there are some calculation and logical mistakes
- 3) an applicant of higher education's characteristic is positive on the whole. In answering the questions, the student felt unsure, confused, makes mistakes, finds superficial knowledge.
- 4) the student gave at least 12 out of 20 correct answers to the test questions.

The score **“FX”** (35-59 points) is given to an applicant of higher education if:

- 1) the report does not cover all issues or the work is not prepared independently.
- 2) the characteristic of an applicant of higher education's in relation to the work placement and discipline is negative.
- 3) an applicant of higher education cannot give satisfactory answers to the question.
- 4) an applicant of higher education gets less than 12 out of 20 correct answers to the test questions.

REPORTING WORK PLACEMENT DOCUMENTATION

Higher education applicants during work placement maintains reporting documentation. To prepare the report the Department of Pharmaceutical Management and Marketing has created the Workbook for practical training on Management and organization, which can be found by the link: <https://pharmel.kharkiv.edu/moodle/course/view.php?id=2723>

The Workbook is an official document and must be submitted to the Department of Pharmaceutical Management and Marketing after completion of work placement in the way established by the department. The work placement cannot be credited if the workbook is absent or not completed in a timely manner.

In addition, a higher education applicant must submit a practice journal to a practice supervisor from the department. A practice journal should be performed in form Φ A2.2.2-32-291, which is available by the link: <https://job-dept.nuph.edu.ua/blanochnaia-dokumentatsyia-dlia-ynostran/>. The practice journal has to be certified with the signature of the head of the pharmacy and a seal.

READING SUGGESTIONS

The main reading suggestions

1. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [et al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv: Publishing center “Dialog”, 2016. – Part I : Management in Pharmacy. – 1 electronic opt. disk (CD-R). – 2,5 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label.

2. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [et al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv : Publishing center “Dialog”, 2016. – Part II : Marketing in Pharmacy. – 1 electronic opt. disk (CD-R). – 3,7 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label.

3. Working book. Pharmaceutical marketing and management: educational - methodical manual / V.V. Malyi, I.V. Pestun, I.V. Sofronova, et al. – Kh. : NUPh, 2020. – 276 p.

4. Pharmaceutical marketing and management: educational manual / V. V. Malyi, S. V. Zhadko, I. V. Bondarieva and others; edited by V.V. Malyi. – Kharkiv : NUPh, 2022. – 226 p.

Supplementary reading suggestions

1. Aghazadeh, Hashem. Strategic marketing management: Achieving superior business performance through intelligent marketing strategy. *Procedia-Social and Behavioral Sciences*, 2015, 207: 125-134.

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3. Armstrong, Gary, et al. Principles of marketing. Pearson Australia, 2014.

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5. Bocconcelli, Roberta, et al. Smes and marketing: a systematic literature review. *International Journal of Management Reviews*, 2018, 20.2: 227-254.

6. Boris, Olga A., et al. «Generating models for innovation development strategy of the industrial complex with references to its management, structure and policies.» *Growth Poles of the Global Economy: Emergence, Changes and Future Perspectives*. Springer, Cham, 2020. 615-625.

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8. Christopher, Martin; Payne, Adrian; Ballantyne, David. *Relationship marketing*. Routledge, 2013. 264 p.

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Методичні рекомендації розроблено відповідно до програми виробничої фармацевтичної практики з фармацевтичного менеджменту та маркетингу, призначені для здобувачів вищої освіти факультету з підготовки іноземних громадян.

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ВИРОБНИЧА ФАРМАЦЕВТИЧНА ПРАКТИКА З ФАРМАЦЕВТИЧНОГО МЕНЕДЖМЕНТУ ТА МАРКЕТИНГУ

Методичні рекомендації

Англійською мовою

Формат 60x84/16. Ум. друк. арк. 2. Тираж _____ пр.

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Свідоцтво суб'єкта видавничої справи серії ДК № 3420 від 11.03.2009.