



MINISTRY OF HEALTH OF UKRAINE  
NATIONAL UNIVERSITY OF PHARMACY  
Faculty for foreign citizen's education  
**Department Pharmaceutical Management and Marketing**  
(Name of the Department)

**WORK PLACEMENT IN PHARMACEUTICAL  
MANAGEMENT AND MARKETING**

---

(Course Unit Name)

**WORK PROGRAM  
of educational component**

training for \_\_\_\_\_ master \_\_\_\_\_  
(Higher Educational Level Name)  
in specialty \_\_\_\_\_ 226 Pharmacy, industrial pharmacy \_\_\_\_\_  
(Code and Specialty Name)  
field of knowledge « \_\_\_\_\_ 22 Health care \_\_\_\_\_  
(Code and Knowledge Field Name)  
of educational program \_\_\_\_\_ Pharmacy \_\_\_\_\_  
(Educational Program Name)  
in specialization(s) \_\_\_\_\_  
(Code and Specialization Name)

**2023 year**

The work program of the educational component Work placement in pharmaceutical management and marketing in specialty 226 Pharmacy, industrial pharmacy educational program Pharmacy in specialization(s) for applicants for higher education 5 year of study (4.10)англ.

EDUCATIONAL COURSE TEAM:

Volodymyr MALYI – Head of Department of Pharmaceutical Management and Marketing,

(Enter the printed name and academic rank of the authors)

doctor of pharmaceutical science, professor

Iryna PESTUN - professor of Department of Pharmaceutical Management and Marketing,

doctor of pharmaceutical science, professor

Mykola SLOBODYANYUK - professor of Department of Pharmaceutical Management and Marketing,

doctor of pharmaceutical science, professor

Olena YEVTUSHENKO - professor of Department of Pharmaceutical Management and Marketing,

doctor of pharmaceutical science, professor

Olga ROGULYA – docent of Department of Pharmaceutical Management and Marketing,

candidate of pharmaceutical science, docent

Lyudmila DOROHOVA – docent of Department of Pharmaceutical Management and Marketing,

candidate of pharmaceutical science, docent

Svitlana ZHADKO – docent of Department of Pharmaceutical Management and Marketing,

candidate of pharmaceutical science, docent

Iryna SOFRONOVA – docent of Department of Pharmaceutical Management and Marketing,

candidate of pharmaceutical science, docent

Olena SHUVANOVA – senior lecturer of Department of Pharmaceutical Management and Marketing,

candidate of pharmaceutical science, docent

Work program has been considered and approved at the Department meeting  
Pharmaceutical Management and Marketing

Record from «28»\_\_08\_\_2023 № 1

Head of the Department

(Signature)



(Printed Name)

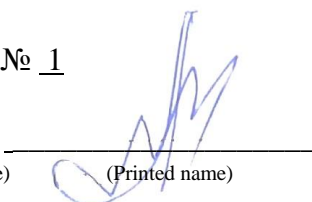
Prof. Volodymyr MALYI

Work program has been approved at the meeting of the Methodical Commission of  
of economical-management disciplines

Record from «05»\_\_09\_\_2023 № 1

Head of Specialized Committee

(Signature)



(Printed name)

Prof. Alla NEMCHENKO

## **1. Description of the educational component**

**Language of study:** English

**Status of the educational component:** normative

**Prerequisites for studying the educational component:** the Work placement in pharmaceutical management and marketing is based on the study by students of such social and special educational components as "Pharmaceutical management and marketing ", "Fundamentals of consumer behavior in pharmacy", "Pharmacology", "Ethics and Deontology in pharmacy", "Pharmaceutical law and legislation", "Pharmacy Technology of Medicines", "Industrial Drug Technology", "Fundamentals of the economy", "Organization and economy of pharmacy" and others. It provides the basis for students studying "Pharmacoeconomics", "Medical and pharmaceutical commodity", "Management of innovation activities". It lays the foundations of study "Pharmacoeconomics", which involves the integration of teaching with these educational components and the formation of skills to apply knowledge of management and marketing in pharmacy in the process of further training and professional activities

### **Interdisciplinary links.**

The subject of educational component study of Work placement in pharmaceutical management and marketing is management and marketing activities in the system of the pharmaceutical industry, based on the use of theoretical and applied aspects of management and marketing.

**Information content of the educational component.** Information volume of the manufacturing pharmaceutical practice in the discipline "Pharmaceutical management and marketing" is 4 weeks (180 hours) 6 credits ECTS.

## **2. Objectives and tasks of the educational component**

**The purpose of teaching 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 of pharmaceutical management and marketing of pharmaceutical management and marketing is the formation of practical skills in the field of pharmacy. The student must have 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 for functioning, management of the pharmaceutical system organizations and their effectiveness, form 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.

### **3. Competence and planned educational outcomes**

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

*integral: Ability to solve typical and complex specialized tasks and critically comprehend and solve the practical problems in the professional pharmaceutical and/or research and innovation activity using provisions, theories and methods of the fundamental, chemical, technological, biomedical, socio-economic science; integrate knowledge and solve complex issues, formulate judgments in the presence of incomplete or limited information, clearly and unambiguously to convey their conclusions and use their knowledge, reasonably substantiating them, to professional and non-professional audience.*

*general:*

GC 2. The ability to apply knowledge in practical situations, make reasonable decisions.

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

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

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

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 10. Ability to conduct research at an appropriate level.

*special (professional, subsectional):*

SC 2. Ability to provide medical advice on prescription and over-the-counter medications and other products of the pharmacy range; pharmaceutical care during the selection and sale of over-the-counter medications by assessing the risk / benefit, compatibility, indications and contraindications based on data on the health of a particular patient, taking into account biopharmaceutical, pharmacokinetic, pharmacodynamic and physicochemical characteristics of the medicine and other pharmaceutical products.

SC 8. Ability to organize the activities of pharmacies to provide the population, health care institutions with medications and other products of the pharmacy range and implement appropriate reporting and accounting systems (management, statistical, accounting and financial) in accordance with the requirements of the National Medical Policy, Appropriate Pharmacy Practice (GPP) and to carry out commodity analysis, administrative record keeping while taking into account the organizational and legal norms of the pharmaceutical legislation.

SC 10. Ability to develop, implement and apply management approaches in the professional activities of pharmacies, wholesalers, manufacturing companies and other pharmaceutical organizations, to argue the principles of HR-management and self-management, to demonstrate leadership skills. 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. 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.

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

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

PLO 2. To apply knowledge of general and professional disciplines in professional activities.

PLO 3. To adhere to the norms of sanitary and hygienic regime and safety requirements in carrying out 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 5. To position your professional activities and personal qualities in the pharmaceutical labor market; to formulate the purposes of own activity taking into account public and industrial interests.

PLO 6. To argue information for decision-making, to be responsible for it in standard and non-standard professional situations; to adhere to the principles of deontology and ethics in professional activities.

PLO 7. To perform professional activities using creative methods and approaches.

PLO 8. To carry out professional communication in the state language, use the skills of oral communication in a foreign language, while analyzing texts of professional field and translate foreign language informational sources.

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

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

PLO 12. To analyze the information obtained as a result of scientific research, summarize, systematize and use it in professional activities.

PLO 14. To determine the advantages and disadvantages of medications of different pharmacological groups, taking into account their chemical, physicochemical, biopharmaceutical, pharmacokinetic and pharmacodynamic features. To recommend to consumers over-the-counter medications and other products of the pharmaceutical range with the provision of counseling and pharmaceutical care.

PLO 20. To carry out a set of organizational and managerial measures to provide the population and health care facilities with medicines and other products of the pharmaceutical range. To carry out all types of accounting in pharmacies, administrative records, processes of commodity analysis.

PLO 21. To calculate the main economic performance of pharmacies, as well as taxes and fees. To form all types of prices (wholesale, purchase and retail) for medicines and other products of the pharmaceutical range.

PLO 22. To manage pharmaceutical organizations and determine its effectiveness using management functions. To make management decisions based on the formed leadership and communication skills of pharmaceutical personnel for strategic planning of enterprises.

PLO 24. To plan and implement professional activities on the basis of regulations of Ukraine and recommendations of good pharmaceutical practices.

PLO 25. To promote health, including disease prevention, rational use and use of medicines. To perform your professional duties in good faith, comply with the law on the promotion and advertising of medicines. To have psychological communication skills to build trust and understanding with colleagues, doctors, patients, consumers.

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.

As a result of the study of the educational component, the applicant for 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 PR 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 pharmacotherapeutic 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 pharmacotherapeutic 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.

#### 4. The educational component structure

Names of content modules and topics	Total hours	Practical work (hours)	Indep. work (Hours)	Individual work
<b>Thematic Module 1. Practical realization of management theory in Pharmacy.</b>				
	5	3	2	
<b>Topic 1.</b> Theoretical bases of management in pharmacy. <b>Topic 2.</b> Organization as a management object. External environment of pharmaceutical organizations.	20	12	8	Work with lectures abstracts, Internet resources. researching
<b>Topic 3.</b> Successful management. Activity of a manager.	10	6	4	The same
<b>Topic 4.</b> Functions of management. <b>Topic 5.</b> Management of decision making process.	10	6	4	The same
<b>Topic 6.</b> Communication processes in	10	6	4	



Names of content modules and topics	Total hours	Practical work (hours)	Indep. work (Hours)	Individual work
management. Organizational communications at a pharmacy. <b>Topic 7</b> Management and administration of pharmaceutical organizations. Management and informatics				
<b>Topic 8.</b> Management and entrepreneurship. Entrepreneurship in pharmacy.	10	6	4	The same
<b>Topic 9.</b> Management of labor resources and personnel of pharmaceutical organizations. <b>Topic 10.</b> Group dynamics and leadership. Management of conflicts, stress.	10	6	4	The same
<b>Topic 11.</b> Labor relations in market conditions	10	6	4	
<b>Topic 12.</b> Estimation of management and organization's efficiency.	10	6	4	The same
<b>Total for Thematic Module 1</b>	90	54	36	
<b>Thematic Module 2. Marketing in practical pharmacy</b>				
<b>Topic 13.</b> Fundamentals of pharmaceutical marketing. <b>Topic 14.</b> Management by the pharmaceutical marketing.	10	6	4	Work with lectures abstracts, Internet resources. researching
<b>Topic 15.</b> Study of market of medicines. <b>Topic 16.</b> Marketing research and information support of marketing in pharmacy.	10	6	4	The same
<b>Topic 17.</b> Product in the system of marketing. <b>Topic 18.</b> Assortment and product policy of pharmaceutical enterprises and pharmacies.	20	12	8	The same
<b>Topic 19.</b> Price, pricing, price policy of pharmaceutical enterprises and pharmacies.	10	6	4	The same
<b>Topic 20.</b> Distribution activity of pharmaceutical enterprises.	10	6	4	The same
<b>Topic 21.</b> Marketing policy of communications. <b>Topic 22.</b> Advertising in the system of pharmaceutical marketing. Advertising of medicines.	10	6	4	The same
<b>Topic 23.</b> Sales promotion and other	10	6	4	

Names of content modules and topics	Total hours	Practical work (hours)	Indep. work (Hours)	Individual work
directions of marketing communications. <b>Topic 24.</b> "Public relations" as a mean of marketing communications. Merchandizing in pharmacies				
<b>Topic 25.</b> Marketing control. <b>Topic 26.</b> International marketing in pharmacy	9	5	4	The same
<b>Total for Thematic Module2</b>	89	53	36	
Semester differentiated credit	1	1		
Total hours – 180	180	108	72	
Credits of ECTS – 6				

Notes: 1 credit of ECTS – 30 hours; auditory load – 60%, Independent work – 40%.

### 3. Detailed Subject Outline

#### 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 pharmacotherapeutic 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 (Practice Battery).

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 (Practice Base).

**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 mean 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.

**4. Topics of lectures**

*They are not provided for by the working curriculum.*

**5. Seminar Class Topics**

*They are not provided for by the working curriculum.*

**6. . Practical Classes Topics**

*They are not provided for by the working curriculum.*

**7. Laboratory Practicals Topics**

*They are not provided for by the working curriculum.*

**8. Individual Work**

*They are not provided for by the working curriculum.*

**9. Individual Tasks**

*They are not provided for by the working curriculum.*

**10. Criteria and procedure for estimating learning 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 fully 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) during defense, the student proved proficiency in questions, which are examined in the report, gave expert answers to the questions and substantiated arguments in defense of certain provisions, applications and recommendations, presented in the report;

4) the student gave 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 fully 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) during the defense the student 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) the student gave at least 17 out of 20 correct answers to the test tasks.

The internship in pharmaceutical management and marketing is rated as **“D”** (64-73 points) and **“E”** (60-63 points) if the report and the diary are not properly prepared. The overwhelming majority of questions of the practice program are covered in the report, but there are some calculation and logical mistakes. The student's characteristic is positive on the whole. In answering the questions, the student felt unsure, confused, made mistakes, found superficial knowledge. The student gave at least 12 out of 20 correct answers to the test questions.

The score **“FX”** (35-59 points) is given to the student if the report does not cover all issues or the work is not prepared independently. The characteristic of the student in relation to the practice and work discipline is negative. The student could not give satisfactory answers to the question.

5) The student got less than 12 out of 20 correct answers to the test assignments.

### **13. Forms of current and final control of the success learning**

1. Oral control,
2. Written control,
3. Control of practical skills,
4. Didactic tests,
5. Observation, etc.

Form of control - differentiated Credit ("excellent", "good", "satisfactory", "unsatisfactory")

### **14. Methodological support**

1. Working program of academic discipline.
2. Instructions for manufacturing pharmaceutical practice for pharmaceutical management and marketing
3. Methodical recommendations for manufacturing practice for pharmaceutical management and marketing .
4. Workbook for report of manufacturing pharmaceutical practice in pharmaceutical management and marketing
5. A list of theoretical questions to the final modular control.
6. Resource for preparation to testing by reference:  
<https://tests.nuph.edu.ua/mod/quiz/view.php?id=10861>

### **15. 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 [at 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 [at 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.
2. Alves, Helena; Fernandes, Cristina; Raposo, Mário. Social media marketing: a literature review and implications. *Psychology & Marketing*, 2016, 33.12: 1029-1038.
3. Armstrong, Gary, et al. Principles of marketing. Pearson Australia, 2014. 989p.
4. Armstrong, Michael; Taylor, Stephen. Armstrong's handbook of human resource management practice. 2020. 763p.
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.
7. Charlesworth, Alan. Digital marketing: A practical approach. Routledge, 2014. 326p.
8. Christopher, Martin; Payne, Adrian; Ballantyne, David. Relationship marketing. Routledge, 2013. 264p.
9. Delen D., Dorokhov O., Dorokhova L., Dinçer H., Yüksel S. Balanced scorecard-based analysis of customer expectations for cosmetology services: a hybrid decision modeling approach. *Journal of Management Analytics*. 2020. Vol. 7, No 4. P. 532-563.
10. Egan, John. Marketing communications. Sage, 2014. 440p.
11. Grönroos, Christian. Relationship marketing and service: An update. *Journal of Global Scholars of Marketing Science*, 2017, 27.3: 201-208.
12. Homburg, Christian; Jozić, Danijel; Kuehn, Christina. Customer experience management: toward implementing an evolving marketing concept. *Journal of the Academy of Marketing Science*, 2017, 45.3: 377-401.
13. Hunt, Shelby D. Controversy in Marketing Theory: For Reason, Realism, Truth and Objectivity: For Reason, Realism, Truth and Objectivity. Routledge, 2016. 360p.
14. Jackson, Graham; Ahuja, Vandana. Dawn of the digital age and the evolution of the marketing mix. *Journal of Direct, Data and Digital Marketing Practice*, 2016, 17.3: 170-186.
15. Jobber, David, et al. Ebook: Principles and Practice of Marketing. Mcgraw Hill, 2016. 831p.
16. Kozlenkova, Irina V., et al. The role of marketing channels in supply chain management. *Journal of Retailing*, 2015, 91.4: 586-609.
17. Luxton, Sandra; Reid, Mike; Mavondo, Felix. Integrated marketing communication capability and brand performance. *Journal of Advertising*, 2015, 44.1: 37-46.
18. Park, Seohee. Marketing management. Seohee Academy, 2020. 103p.



19. Pestun I. V., Mnushko Z. M. The impact of the legal and regulatory framework on the marketing activity of wholesale and retail pharmaceutical organizations// Соціальна фармація в охороні здоров'я. – 2020. – Т. 6, № 3. – С. 49-59
20. Pestun Iryna V , Mnushko Zoya M, Ievtushenko Olena M, Babicheva Ganna S, Zhadko Svitlana V, Rohulia Olha.. Research of self-medication among population in Ukraine. Azerbaijan Pharmaceutical & Pharmacotherapy Journal / 21 (2): 34-41
21. Quality Efficiency Indicators of Pharmacy Management: Characteristics, Current Features, Opportunities and Threats of the Development /I.V. Pestun, Z.M. Mnushko, I.V. Timanjuk, O.M Ievtushenko1, H.S.Babicheva1// Journal of Global Pharma Technology.- 2020.- Vol.12- №2(S) – P. 259-269
22. Samborskyi O.S., Slobodyanyuk M.M., Rogulya O.Y. Scientific comprehension of the necessity of pharmaceutical tourism development in Ukraine and the research of organizational and economic approaches as to its implementation in the healthcare system. World Science. 2020. Vol. 2. No 5(57). P. 37 – 48. DOI: [https://doi.org/10.31435/rsglobal\\_ws/31052020/7079](https://doi.org/10.31435/rsglobal_ws/31052020/7079).
23. Saunders, Mark, and Philip Lewis. Doing research in business and management. Pearson, 2017. 280p.
24. Shmalko O. O., Pestun I.V., Vyshnevskaya L. I. Marketing substantiation of introduction of a new herbal medicine for the treatment of inflammatory bowel diseases into the pharmaceutical market of Ukraine / Research Journal of Pharmacy and Technology.2000. Vol:13No:11: November: 5431-5437
25. Spichak Irina V., Zhirova Irina V., Pestun Iryna V., Ievtushenko Olena M., Varenkyh Galina V. A study of the extent and interrelations of risks in the system of goods flow in wholesale pharmaceutical organizations. Volume 11, Issue 06, June2020, pp. 1205-1214. Articleid: IJM\_11\_06\_109Available online at <http://www.iaeme.com/ijm/issues.asp?Jtype=IJM&vtype=11&itype=6>
26. Stadtler, Hartmut, et al. Supply chain management and advanced planning: concepts, models, software, and case studies. springer, 2015. 505p.
27. Verma, Varsha; Sharma, Dheeraj; SHETH, Jagdish. Does relationship marketing matter in online retailing? A meta-analytic approach. Journal of the Academy of Marketing Science, 2016, 44.2: 206- 217.
28. Winston, William; Mintu-Wimsatt, Alma T. Environmental marketing: strategies, practice, theory, and research. Routledge, 2013. 415p.
29. Wroblewski, Lukasz. Culture Management: Strategy and marketing aspects. 2017. 196p.
30. Zhadko S. V., Pestun I. V., Mnushko Z. M., Babicheva G. S., Rohulia O. Yu. The assessment of awareness about the rational use of medicines among Ukrainian pharmacy students. Вісник фармації. 1 (105). 2023. 82-92.
31. Zimmerman, Alan; Blythe, Jim. Business to business marketing management: A global perspective. Routledge, 2017. 528p.

## 16. Informational recourses, including Internet

Library of NUPh	<a href="http://lib.nuph.edu.ua">http://lib.nuph.edu.ua</a>
PhMM Department	<a href="http://mmf.nuph.edu.ua">http://mmf.nuph.edu.ua</a>
NUPh Distance education	<a href="http://www.pharmel.kharkiv.edu">www.pharmel.kharkiv.edu</a>
Business dictionary	<a href="http://www.businessdictionary.com/definition/management.html">http://www.businessdictionary.com/definition/management.html</a>
Management Information and Management News	<a href="http://www.forbes.com/fdc/welcome_mjx.shtml">http://www.forbes.com/fdc/welcome_mjx.shtml</a>
The Wall Street Journal	<a href="http://online.wsj.com/public/page/management.html">http://online.wsj.com/public/page/management.html</a>
Management Issues : News, advice, opinion & resources	<a href="http://www.management-issues.com/">www.management-issues.com/</a>
Free Management Library	<a href="http://managementhelp.org/">managementhelp.org/</a>

Management Science: INFORMS	<a href="http://pubsonline.informs.org/journal/mnsc">pubsonline.informs.org/journal/mnsc</a>
<i>Journal of Management</i>	<a href="http://jom.sagepub.com/http://translate.google.com.ua/translate?hl=ru&amp;sl=en&amp;u=http://jom.sagepub.com/&amp;prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806">jom.sagepub.com/http://translate.google.com.ua/translate?hl=ru&amp;sl=en&amp;u=http://jom.sagepub.com/&amp;prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806</a>
European Management Journal	<a href="http://www.journals.elsevier.com/european-management-journal/http://translate.google.com.ua/translate?hl=ru&amp;sl=en&amp;u=http://www.journals.elsevier.com/european-management-journal/&amp;prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806">www.journals.elsevier.com/european-management-journal/http://translate.google.com.ua/translate?hl=ru&amp;sl=en&amp;u=http://www.journals.elsevier.com/european-management-journal/&amp;prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806</a>
Strategic Management Journal	<a href="http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-6486">onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-6486</a>
Academy of Management	<a href="http://aom.org/Journals%20&amp;%20Publications">aom.org / Journals &amp; Publications</a>
Journals in Business & Management	<a href="http://www.springer.com/business+%26+management/journals?SGWID=0-40528-0-0-0http://www.springer.com/?SGWID=5-102-0-0-0">http://www.springer.com/business+%26+management/journals?SGWID=0-40528-0-0-0http://www.springer.com/?SGWID=5-102-0-0-0</a>
International journal of management & information technology	<a href="http://cirworld.org/journals/index.php/ijmit?gclid=CPyS4MfQsMECFamWtAodrUYAyQ">http://cirworld.org/journals/index.php/ijmit?gclid=CPyS4MfQsMECFamWtAodrUYAyQ</a>
American Marketing Association	<a href="https://www.ama.org">https://www.ama.org</a>
Marketing - Strategy, Planning, Careers and News	<a href="http://marketing.about.com">marketing.about.com</a>
Marketing professionals' perceptions of marketing journals	<a href="http://academia.edu/4951332/Marketing...marketing_journals">academia.edu/4951332/Marketing...marketing_journals</a>
Journal of Marketing	<a href="http://ebookbrowse.net/jo/journal-marketing">ebookbrowse.net/jo/journal-marketing</a>
Journal of Marketing Management - ResearchGate	<a href="http://researchgate.net/journal/0267">researchgate.net/journal/0267</a>