



MINISTRY OF HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY
Faculty for Foreign Citizens' Education

Department of Pharmaceutical Management and Marketing

Basics of consumer behavior in pharmacy

**WORK PROGRAM
of educational component**

training for _____ second (master's) level _____
(Higher Educational Level Name)
in specialty « _____ 226 Pharmacy, industrial pharmacy _____ »
(Code and Specialty Name)
field of knowledge « _____ 22 Public Health _____
(Code and Knowledge Field Name)
of educational program « _____ Pharmacy _____ »
(Educational Program Name)
in specialization(s) _____
(name of specialization, if available)

Kharkiv-2022
(year of creation)

The work program of the educational component Basics of consumer behavior in pharmacy in specialty 226 Pharmacy, industrial pharmacy educational program Pharmacy in specialization(s) for applicants for higher education 2 year of study.

EDUCATIONAL COURSE TEAM:

MALYI Volodymyr — Head of the Department of Pharmaceutical Management and Marketing, D.S.in Pharmacy, professor

TIMANYUK Iryna — associate professor of the Department of Pharmaceutical Management and Marketing, C.Sc. in Pharmacy

SHUVANOVA Olena — teaching assistant of the Department of Pharmaceutical Management and Marketing, C.Sc. in Pharmacy

BONDARIEVA Iryna — associate professor of the Department of Pharmaceutical Management and Marketing, C.Sc. in Pharmacy

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

Record from «30» August 2022 year № 1

Head of the Department
(sig.)



prof. Volodymyr MALYI
(first name LAST NAME)

Work program has been approved at the meeting of the Methodical Commission of economics and management disciplines

Record from «30» August 2022 year № 1

Head of Specialized Committee



prof. Alla NEMCHENKO
(first name LAST NAME)

1. Description of the educational component

Language of study: English

Status of the educational component: selective

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

The working program of the selective educational component "Basics of consumer behavior in pharmacy" was developed on the basis of the Higher Education Standard of the educational program of the field of knowledge 1202 "Pharmacy" specialty 226 "Pharmacy, industrial pharmacy" of the Educational program "Pharmacy", for applicants of higher education of higher education 2 course, foreign citizens, who study in the English language, the term of study is 4 years and 10 months.

The subject of educational component study «Basics of consumer behavior in pharmacy» is the study of the decision-making process by the consumer, internal and external processes and factors that determine it.

Information content of the educational component. 3 ECTS credit 90 hours are assigned to the study of the educational component.

2. Objectives and tasks of the educational component

The purpose of teaching the educational component «Basics of consumer behavior in pharmacy» is the formation of applicants of higher education' understanding of consumer behavior as an effective process and the possibility of applying the acquired skills in the professional activity of consumer service in pharmacy.

The main tasks of the educational component «Basics of consumer behavior in pharmacy» are: development of systemic knowledge in the field of consumer behavior, comprehensive research of the consumer market taking into account the specifics of consumer behavior; the formation of theoretical knowledge and practical skills in the field of studying the impact of purchasing behavior on the mechanisms of making purchase decisions; mastering various ways of influencing buyers, taking into account the specifics and features of the pharmaceutical market and purchasing trends.

3. Competence and planned educational outcomes

Educational component «Basics of consumer behavior in pharmacy» ensures the acquisition of applicants for higher education the following **competences**:

Integral competence. 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.

General competences:

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

GC 9. Skills in the use of information and communication technologies.

Professional competences:

PC 12. Ability to use in professional activities the knowledge of regulations, legislation of Ukraine and recommendations of good pharmaceutical practices.

PC 13. Ability to demonstrate and apply in practice communication skills, fundamental principles of pharmaceutical ethics and deontology, based on the moral obligations and values, ethical standards of professional behavior and responsibility in accordance with the Code of Ethics for Pharmaceutical Workers of Ukraine and WHO guidelines.

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 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 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 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 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.

As a result of studying the educational component, the applicant for higher education will be

know:

- methods of implementing knowledge in solving practical issues;
- structure and features of professional activity;
- elements of production and social adaptation; factors of successful adaptation to a new environment
- have deep knowledge in the field of information and communication technologies
- communication tactics and strategies, laws and methods of communicative behavior;
- basics of the legal system and pharmaceutical legislation;
- legal and ethical standards of pharmaceutical activity;

- the concept of demand and supply of pharmaceutical products;
- methods of marketing research of the pharmaceutical market.
- positioning of the pharmaceutical product;
- study of the medicinal market;
- legal and ethical norms of interaction of subjects of the pharmaceutical supply system;
- psychological aspects of providing pharmaceutical care to patients.

be able to:

- use professional knowledge to solve practical situations;
- to form an effective strategy of personal adaptation to new conditions;
- use information and communication technologies in a professional field that requires updating and integration of knowledge;
- choose communication methods and strategies to ensure effective teamwork;
- segment the market according to demographic, psychographic, etc. characteristics, morbidity, profile of medical and medical care provision;
- to study and analyze the requirements and motivations of consumers of medicines and medical products;
- to conduct sociological and psychological research on the state of pharmaceutical provision of the population and the degree of its effectiveness;
- to compile questionnaires, and carry out data processing to determine the social, economic, ethical and psychological factors of the system of pharmaceutical provision of the population.

possess:

- methods of scientific psychological and pedagogical research, self-study and self-control; apply adequate methods when working with end consumers;
- information technologies in professional marketing activities; use thematic scientific databases and websites in innovative activities.

4. The educational component structure

Names of content modules and topics	The amount of hours										
	full time study						part time study				
	the whole amount	including					the whole amount	including			
		l.	se	Practical	lab	self-		l.	sem.	Practical	lab
	3	4	lessons		study			lessons	.	study	
<i>l</i>	2		5	6	7	8	9	10	11	12	13
Content module 1. Theoretical foundations of the study of consumer behavior											
Topic 1. Theoretical foundations of the study of consumer behavior	14	2	2			10					
Topic 2. Methodological foundations of the study of consumer behavior	14	2	2			10					
Control of content module 1	7		2			5					
The whole amount of hours for the content module 1	35	4	6			25					
Content module 2. Applied basics of studying consumer behavior											
Topic 3. Consumer Behavior in the B2C Market: Features, Study Tools and Impacts	14	2	2			10					
Topic 4. Consumer Behavior in the B2B Market: Features, Study Tools and Impacts	14	2	2			10					
Topic 5. Basics of consumer behavior in the pharmaceutical market	18	4	4			10					
Control of content module 2	7		2			5					
The whole amount of hours for the content module 2	53	8	10			35					

Semester credit	2		2							
The whole amount of hours for the course	90	12	18			60				

5. Contents of the educational component

CONTENT MODULE 1. THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE STUDY OF CONSUMER BEHAVIOR

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

Topic 1. Theoretical foundations of the study of consumer behavior

Consumer, consumer needs and their classification. Basic concepts related to consumer behavior. The essence of consumer behavior, goals and principles. The ratio of the discipline “Basics of consumer behavior in pharmacy” with related disciplines. The evolution of consumer behavior. Consumer rights and marketing. Consumer Protection Authorities.

Topic 2. Methodological foundations of the study of consumer behavior

Consumer decision making process. The main factors influencing the purchasing behavior. External factors. Culture, ethnicity and social class. Influence of family and household. Internal factors. personal (age, lifestyle, work, economic conditions, personality traits, personality type and self-esteem); psychological (perception, motives, attitudes, needs). Tools research influence consumer behavior. The use of statistics of visits to Internet resources, opportunities of social networks, contextual advertising, push-messages, other means with feedback.

Content module 2. Applied basics of studying consumer behavior

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

The process of consumer decision making in the B2C market. The main factors influencing the purchasing behavior. External factors. Internal factors. Tools research impact on consumer behavior in the B2C market. The use of statistics of visits to Internet resources, opportunities of social networks, contextual advertising, push-messages, other means with feedback.

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

The process of consumer decision making in the B2B market. Features of the B2B market. The main objectives of research in the B2B market. The main factors influencing the purchasing behavior. External factors. Internal factors. Tools research impact on consumer behavior in the B2B market. Features of making a purchase decision on the B2B market. The use of modern information technology, CRM-systems, Internet marketing tools, to study the behavior of consumers in the B2B market.

Topic 5. Basics of consumer behavior in the pharmaceutical market

The process of consumer decision making about the purchase of a medicinal product. Sources of consumer information about drugs. Features of the drug as a commodity. Pre-purchase processes: awareness of the need, search and evaluation options. Consumer decision making process. The role of specialists (doctors and pharmacists) in making purchasing decisions. Purchase. Post-purchase processes: consumption and subsequent evaluation. Tools research impact on consumer behavior in the pharmaceutical market.

Semester credit

6. Topics of lectures

№	Name of topic	The amount of hours	
		full time study	part time study
1	Theoretical foundations of the study of consumer behavior	2	
2	Methodological foundations of the study of consumer behavior	2	
3	Consumer Behavior in the B2C Market: Features, Study Tools and Impacts	2	
4	Consumer Behavior in the B2B Market: Features, Study Tools and Impacts	2	
5	Basics of consumer behavior in the pharmaceutical market	4	
The whole amount of hours		12	

7. Topics of seminars

№	Name of topic	The amount of hours	
		full time study	part time study
1	Theoretical foundations of the study of consumer behavior	2	
2	Methodological foundations of the study of consumer behavior	2	
3	Control of content module 1	2	
4	Consumer Behavior in the B2C Market: Features, Study Tools and Impacts	2	
5	Consumer Behavior in the B2B Market: Features, Study Tools and Impacts	2	
6	Basics of consumer behavior in the pharmaceutical market	4	
7	Control of content module 2	2	
8	Semester assessment	2	
The whole amount of hours		18	

8. Topics of practical lessons

Not provided for in the working curriculum

9. Topics of laboratorial lessons

Not provided for in the working curriculum

10. Self-study work

№	Name of topic	The amount of hours	
		full time study	part time study
1	Theoretical foundations of the study of consumer behavior	10	
2	Methodological foundations of the study of consumer behavior	10	
	Preparing for content module 1	5	
3	Consumer Behavior in the B2C Market: Features, Study Tools and Impacts	10	
4	Consumer Behavior in the B2B Market: Features, Study Tools and Impacts	10	
5	Basics of consumer behavior in the pharmaceutical market	10	
6	Preparing for content module 2	5	
The whole amount of hours		60	

Tasks for Self-study work

1. To establish the practical importance of studying consumer behavior for the subjects of the pharmaceutical market.
2. To determine the difference between the Ukrainian and world experience in consumer relations.
3. Provide the most promising areas of work with consumers of pharmaceutical products.
4. Describe the methods of studying consumer behavior.
5. Identify the wants and needs of the modern consumer of a pharmaceutical product.
6. To evaluate the development of what qualities of goods and types of medicines will lead to strengthening the position of Ukrainian products in the domestic market and to establish external factors that should influence this.
7. Formulate a verbal portrait of the consumer and describe the external factors affecting consumer behavior.
8. To justify the reason for the great attention of merchandisers to the location of goods in the sales area.
9. Describe in stages what principles of merchandising affect the entire consumer decision-making process, if the purchase is not planned.

10. Give examples of successful and unsuccessful places of sale.
11. Determine the role of the individual pharmacist in attracting and retaining customers.
12. Establish how government and public bodies can influence product quality and consumer rights.
13. Set incentives for the black box model with respect to the drug.
14. Analyze the factors that influence the consumer decision-making regarding the purchase of the drug.
15. To assess the social class of different customers in a subjective way and with the help of the Hollingshead indicator.
16. Develop a block diagram of the associative network for the drug.
17. Analyze the motives that may induce the consumer to abandon the goods.
18. Offer directions for improving the system of protecting the rights of consumers of medicines
19. Prepare reports on topics:
 - The evolution of consumer behavior.
 - External factors affecting consumer behavior.
 - Internal factors affecting consumer behavior.
 - Tools research on the impact on consumer behavior.
 - The impact of social networks on consumer behavior.
 - Means online marketing.
 - Using information technology to study consumer behavior in the B2B market
 - Features of the drug as a commodity.
 - Sources of consumer information about medicines.
 - The role of the pharmacist in making purchasing decisions.

11. Criteria and evaluation order of educational outcomes

Current control is carried out at each seminar session in accordance with the specific goals of the topic, during the discussion of the program material.

Evaluation system for applicants of higher education of full-time education, points

Mark	min 2,4 points	max 4,0 points	Evaluation criteria
unsatisfactorily	0	2,3	is presented to the applicant who revealed a low level of knowledge of the main program material during oral or written answers to questions.
satisfactorily	2,4	3,0	issued to the acquirer who found insufficient a deep level of knowledge of the main program material when answering questions orally or in writing.
fine	3,1	3,5	is presented to the applicant who has demonstrated complete mastery of the basic program material during oral or written answers to questions, but made some minor inaccuracies.
perfectly	3,6	4,0	awarded to the applicant who has demonstrated a comprehensive, systematized in-depth knowledge of the main program material during oral or written answers to questions, is able to competently interpret the results obtained, demonstrates knowledge of the main and additional literature.

In the educational component "Basics of consumer behavior in pharmacy" full-time applicants of higher education must prepare a report. It is performed in a seminar class (estimated from 12 to 20 points). Each student must prepare one report that includes the use of a multimedia presentation.

Evaluation criteria for reports and presentations

№	Criteria	Mark	Number of points	
			min	max
1	Structure	<ul style="list-style-type: none"> the number of slides corresponds to the content and duration of the speech presence of a title slide 	1	2
2	Clearness	<ul style="list-style-type: none"> illustration of good quality, with a clear image, the text is easy to read 	2	3
3	Design	<ul style="list-style-type: none"> the design of the slides corresponds to the topic, which does not interfere with the perception of the content, one template is used for all presentation slides 	1	2
4	Content	<ul style="list-style-type: none"> contains complete, understandable information on the topic of work 	6	10
5	Performance requirements	<ul style="list-style-type: none"> the applicant of higher education is fluent in the content, clearly and competently presents the material the speaker freely and correctly answers the audience's questions the speaker fits exactly within the framework of the regulations (7 minutes) 	2	3
The whole amount of points			12	20

Evaluation system of modular control CM-1 and CM-2
for full-time and part-time students

Mark	min 6 points	max 10 points	Evaluation criteria
unsatisfactorily	0	17	issued to the acquirer who: <ul style="list-style-type: none"> correctly answered less than 12 test tasks; performed a practical (calculation task, situational task, graphic task, etc.) task independently, but made significant mistakes
satisfactorily	18	20	is issued to the winner who: correctly answered 13-15 test tasks;
			<ul style="list-style-type: none"> completed the practical (calculation task, situational task, graphic task, etc.) task independently, but made minor mistakes
fine	21	24	issued to the acquirer who: <ul style="list-style-type: none"> correctly answered 16-18 test tasks; a practical task (calculation task, situational task, graphic task, etc.) completed by the applicant independently without errors
perfectly	25	30	issued to the acquirer who: <ul style="list-style-type: none"> correctly answered 19-20 test tasks; a practical task (calculation task, situational task, graphic task, etc.) completed by the applicant independently without errors

The total rating from the discipline module does not exceed 100 points.

Scheme of accrual and distribution of points for full-time higher education applicants, points

Current testing and independent work	
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Content module №1			Content module № 2					Total
T1	T2	Control TM 1	T3	T4	T5	Report	Control 3M 2	
4	4	30	4	4	4	20	30	100

The scale of interpretation of the assessment of the knowledge of the student of higher education

Sum of points	Score on the ECTS scale	Score on the national scale
90-100	A	passed
82-89	B	
74-81	C	
64-73	D	
60-63	E	do not passed
35-59	FX	
1-34	F	

12. Forms of progress and semester supervision of academic achievements

Current control is carried out in the following forms:

1. oral control
2. written control,
3. control of practical skills,
4. didactic tests,
5. observation, etc.

The form of control is a *semester credit*.

13. Methodological support

1. Work program of the educational component.
2. Calendar and thematic plans of lectures and seminar classes.
3. Methodical materials for computer presentations of lectures.
4. Test tasks.
5. Tickets for the control of content module 1 and content module 2, their evaluation criteria, standards of answers.
6. Package of tickets for complex control work, their evaluation criteria, standards of answers.

14. Reading suggestions

The main reading suggestions

1. Basics of consumer behavior in pharmacy: working book. rec. for seminar classes from discipline «Basics of consumer behavior in pharmacy»/ V.V. Malyi, I.V. Timanyuk, O.V. Shuvanova, I.V. Bondarieva /. – Kh.: NUPh, 2019. – p. 44.

Supplementary reading suggestions

1. Rollins Brent L. Pharmaceutical Marketing / Brent L. Rollins, Matthew Perri. – Jones&Bartlett learning, 2013 – 282 p.
2. Basics of consumer behavior in pharmacy: Methodical recommendations for organization of independent work of higher education applicants / V. V. Malyi, I. V. Tymanyuk, E. V. Shuvanova, I. V. Bondarieva; edited by V. V. Malyi. – Kharkiv : NUPh, 2023. – 32 p.

15. Electronic resources, including the Internet

1. Center for Remote Technologies <http://www.pharmel.kharkiv.edu/>
2. New marketing <http://www.marketing.web-standart.net>
3. Market Research Practice <http://www.gortis.info>
4. Government courier <http://uamedia.visti.net/uk>
5. Expert <http://www.expert.ua>
6. Encyclopedia of marketing <http://www.marketing.spb.ru/read/m7/>