MINISTRY OF HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY
<u>**Faculty for foreign citizen's education**</u>
Department <u>Pharmaceutical Management and Marketing</u>

DIGITAL MARKETING TOOLS
_____
(the name of educational component)

WORK PROGRAM
of educational component

training for   <u>**second (master's) level of higher education**</u>

in specialty   <u>**226 Pharmacy, industrial pharmacy**</u>

field of knowledge   <u>**22 Health care**</u>

of educational program   <u>**Pharmacy**</u>

Kharkiv-2023

The work program of the educational component <u>Digital marketing tools</u> in specialty <u>226 Pharmacy, industrial pharmacy</u> educational program <u>Pharmacy</u> for applicants for higher education <u>3</u> year of study.

EDUCATIONAL COURSE TEAM:

> MALYI Volodymyr – head of Department of Pharmaceutical Management and Marketing, doctor of pharmaceutical science, professor
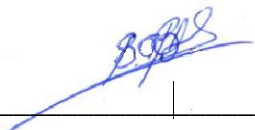>
> ZHADKO Svitlana – assistant professor of Department of Pharmaceutical Management and Marketing, candidate of pharmaceutical science, docent
>
> PESTUN Iryna – professor of Department of Pharmaceutical Management and Marketing, doctor of pharmaceutical science, professor

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

Record from «28» August 2023 №1

Head of the Department _____ prof. Volodymyr MALYI

Work program has been approved at the meeting of the Methodical Commission on Economic-Management and Social-Humanitarian Disciplines

Record from «05» September 2023 №1

Head of Specialized Committee _____ prof. Alla NEMCHENKO

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 "Digital marketing tools" is based on the study by students of higher education of "Introduction to the profession with familiarization practice".
The subject of educational component study «Digital Marketing Tools» is theoretical foundations, categories, processes, tools, algorithms and trends in the use of digital channels for the promotion of companies and products.

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 «Digital Marketing Tools» is the formation of knowledge, skills and competencies necessary for the organization of effective activities for the promotion of companies and products through digital channels.

The main tasks of the educational component «Digital Marketing Tools» is acquainting of higher education applicants with the main theoretical and practical aspects of the application of digital marketing, the formation of knowledge, skills and competencies necessary for the organization of effective activities for the promotion of companies and products through digital channels and the solution of specific marketing tasks in the field of digital marketing.

3.Competence and planned educational outcomes

Educational component «Digital Marketing Tools» ensures the acquisition of applicants for higher education the following **competences**:

integral: ability to solve typical and complex specialized tasks and practical problems in the professional pharmaceutical activity of Healthcare on a socially-oriented basis or in the process of training, which involves conducting chemical, biopharmaceutical, biomedical, sociological, etc. research and / or implementation of innovations and is characterized by uncertainty of conditions and requirements; integrate knowledge, critically comprehend and solve complex issues, make decisions in complex unpredictable conditions, formulate judgments in the presence of incomplete or limited information, taking into account aspects of social and ethical responsibility; clearly and unambiguously to convey their conclusions and use their knowledge, reasonably substantiating them, to professional and non-professional audience.

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

professional (special):

PC 17. The ability to organize and carry out general and marketing management of assortment, product and innovation, price, sales and communication policies of pharmaceutical market subjects based on the results of marketing research and taking into account market processes on 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 2. To apply knowledge of general and professional disciplines in professional activities.

PLO 4. To demonstrate the ability to independently search, analyze and synthesize information from various sources and use these results to solve typical and complex specialized tasks of professional activity.

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

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

PLO 11. To use methods for assessing performance indicators; to identify reserves to increase labor efficiency.

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

PLO 29. To ensure a competitive position and effective development of pharmaceutical organizations on the basis of research work on all elements of the marketing complex.

As a result of the study of the educational component, the applicant for higher education will be
know:
- essence of digital marketing, prerequisites for its emergence and stages of development;
- current state and trends of digital marketing development;
- tasks and advantages of digital marketing;
- main channels, directions and tools of digital marketing;
- stages of the modern marketing funnel in digital marketing;
- concepts of a web page, a web site and a web server, types of web sites and web pages;
- website components, types of website structure;
- stages of website creation, methods of website development;
- website performance indicators;
- concept of traffic, types and sources of traffic to the site;
- importance of site design, trends in site development;
- direct mailings, their types, characteristics and advantages;
- e-mail marketing, its advantages, functionality and tasks;
- types of electronic mailings: planned and triggered;
- peculiarities of using electronic mailings of pharmacy networks;
- stages of conducting a marketing campaign using electronic mailings;
- rules for creating e-mails;
- approaches to segmentation of lists of electronic addresses;
- advantages and scope of use of mobile push-messages;
- characteristics and possibilities for using sms-messages;
- advantages and possibilities of newsletters in messengers, viber newsletters;
- web-push-messages, their functionality;
- types, advantages, functionality, tasks of chat bots,
- the role of social networks in digital marketing;
- peculiarities of the audience of popular social networks and the behavior of social network participants;
- advantages and disadvantages of the company's presence in social networks;

• possibilities of social networks in the promotion of pharmaceutical brands;
• the concept of influence marketing, its role at the global level and in Ukraine;
• forms of cooperation with bloggers;
• stages of influence marketing implementation.

be able to:
• collect and analyze data to solve tasks in the field of digital marketing;
• analyze the activities of competitors in the field of digital marketing communications;
• analyze the cases of pharmaceutical companies, consulting and advertising companies, pharmacy chains regarding the promotion of medicinal products using digital marketing;
• build a marketing funnel in digital marketing and evaluate its effectiveness;
• analyze the client's path map;
• choose digital marketing channels and tools for the promotion of medicines and medical products, the brand of a pharmaceutical company, pharmacy chain;
• plan and organize advertising campaigns using digital marketing;
• evaluate the effectiveness and efficiency of advertising campaigns using digital marketing;
• calculate indicators of micro- and macro-conversion;
• use services that allow you to analyze your own site and the sites of competitors;
• determine types and sources of traffic to the site;
• evaluate the effectiveness of electronic mailings.
• analyze the functionality of chatbots of pharmacy networks;
• analyze the effectiveness of digital marketing in social networks;
• evaluate the effectiveness of cooperation with bloggers;
• to form new competitive ideas regarding the strategy of promoting companies, goods and services in the digital environment;
• solve specific marketing tasks of pharmaceutical companies and pharmacy chains in the digital space;
• develop a comprehensive digital marketing strategy.

*possess***:**
• methods of evaluating the effectiveness of digital marketing measures;
• methods of analyzing the effectiveness of the website;
• approaches to determining the conversion of the marketing funnel;
• the principles of conducting effective electronic mailings;
• methods of assessing audience involvement in social networks;
• methods of building cooperation with bloggers;
• methods of evaluating the effectiveness of cooperation with bloggers.

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.	sem	practical lessons	lab	self-study		l.	sem.	practical lessons	lab.	self-study
Content module 1. *Digital marketing as a modern means of promoting companies, goods, and services*												
Topic 1. Introduction to digital marketing	16	2	-	4	-	10	-	-	-	-	-	-
Topic 2. Digital marketing process	14	2	-	2	-	10	-	-	-	-	-	-
Control of content module 1	2	-	-	2	-	-	-	-	-	-	-	-
The whole amount of hours for the content module 1	32	4	-	8	-	20	-	-	-	-	-	-
Content module 2. *Digital tools of marketing communications in the pharmaceutical market*												

Topic 3. Website as a digital marketing tool	16	2	-	4	-	10	-	-	-	-	-	-
Topic 4. Direct mailings. Chat bots	16	2	-	4	-	10	-	-	-	-	-	-
Topic 5. Marketing in social networks. Influencer marketing	13	1	-	2	-	10	-	-	-	-	-	-
Control of content module 2	2	-	-	2	-	-	-	-	-	-	-	-
The whole amount of hours for the content module 2	47	5	-	12	-	30	-	-	-	-	-	-
Semester credit from module 1	11	-	-	1	-	10	-	-	-	-	-	-
Semester exam	-	-	-	-	-	-	-	-	-	-	-	-
The whole amount of hours for the course	90	9	-	21	-	60	-	-	-	-	-	-

5.   Content of the educational component
Content module 1. Digital marketing as a modern means of promoting companies, goods, and services.
Topic 1. Introduction to digital marketing.

Concept of digital marketing. Prerequisites for the emergence and stages of development of digital marketing. The evolution of digital marketing: the phase of Internet marketing and the phase of digital marketing. The current state of digital marketing development. Tasks and advantages of digital marketing. The main channels of digital marketing (online and offline channels). Directions and tools of digital marketing. State-of-the-art digital marketing trends.

Topic 2. Digital marketing process

The concept of the sales funnel. Stages of the classic sales funnel (AIDA model). Stages of the modern sales funnel in digital marketing. The role of unique selling proposition (USP) in digital marketing, types of USP. The concept of landing. The concept of leads, types of leads. Tasks of lead management. Evaluation of the effectiveness of the sales funnel. Types of conversion. Targeting, its purpose and tasks. Targeted advertising, its advantages and disadvantages. Types of targeting. Customer journey map. Customer experience, its meaning.

Content module 2. Digital tools of marketing communications in the pharmaceutical market.
Topic 3. Website as a digital marketing tool

Concept of web page, website and web server. Types of websites. Types of web pages. Website Components. Website structure. Stages of creating a website. Ways of developing sites. Website performance indicators. The concept of traffic. Types of traffic to the site. Sources of traffic to the site. The structure and indicators of traffic to the site and services, which allow you to analyze your own site and the sites of SimilarWeb competitors. Site design. Trends in website development.

Topic 4. Direct mailings. Chat bots.

Direct mailings, their types, characteristics and advantages. E-mail marketing, its advantages, functionality and tasks. Types of electronic mailings: planned and triggered. Peculiarities of using electronic mailings of pharmacy networks. Stages of conducting a marketing campaign using electronic mailings. Mailing services. Rules for creating e-mails. Principles of conducting effective electronic mailings. Segmentation of lists of electronic addresses. Evaluation of the effectiveness of electronic

mailings. Mobile marketing, prerequisites for development. Mobile applications. Mobile push notifications, their advantages and areas of use. SMS-messaging, its characteristics, possibilities for use. Newsletters in messengers. Viber-mailing, its advantages and possibilities. Web-push-messages, their functionality. Chat bots, their types, advantages, functionalities, tasks. Types and functionality of chatbots of pharmacy networks.

Topic 5. Marketing in social networks. Influencer marketing.

Social networks as a digital marketing channel. Audience of social network participants. Behavior of members of social networks. The main characteristics of social networks popular in Ukraine: Facebook, TikTok, Instagram, Telegram, Linkedin, Viber. Advantages and disadvantages of the company's presence in social networks. Types of content in social networks. Possibilities of social networks in the promotion of pharmaceutical brands. Evaluation of audience engagement in social networks. The concept of influence marketing (influence marketing). The role of influence marketing at the global level and in Ukraine. Bloggers as the newest category of advisers in social networks. Types of bloggers depending on the size of the audience and the specifics of the activity. Forms of cooperation with bloggers. Criteria for evaluating the effectiveness of cooperation with bloggers. Stages of implementation of influence marketing. Analysis of cases of pharmaceutical companies regarding cooperation with bloggers.

Semester module supervision semester credit

6. Topics of lectures

№	Name of topic	The amount of hours	
		full time study	part time study
1	Introduction to digital marketing	2	-
2	Digital marketing process	2	-
3	Website as a digital marketing tool	2	-
4	Direct mailings. Chat bots	2	-
5	Social Media Marketing. Influencer marketing	1	-
	The whole amount of hours	9	-

7. Topics of seminars
They are not provided for by the work program

8. Topics of practical lessons

№	Name of topic	The amount of hours	
		full time study	part time study
1	Introduction to digital marketing	4	-
2	Digital marketing process. Control of content module 1	4	-
3	Website as a digital marketing tool	4	-
4	Direct mailings. Chat bots	4	-
5	Social Media Marketing. Influencer marketing. Control of content module 2	4	-
6	Semester credit	1	-
	The whole amount of hours	21	-

9. Topics of laboratorial lessons

They are not provided for by the work program

10.Self-study work

№	Name of topic	The amount of hours	
		full time study	part time study
1	Introduction to digital marketing	10	-
2	Digital marketing process	10	-
3	Website as a digital marketing tool	10	-
4	Direct mailings. Chat bots	10	-
5	Social Media Marketing. Influencer marketing	10	-
6	Semester credit	10	-
	The whole amount of hours	60	-

Tasks for Self-study work
1. Analysis of the popularity of search engines in Ukraine and the world.
2. Construction of a customer journey map.
3. Familiarization with Internet resources for website analytics.
4. Familiarization with Internet resources for mobile application analytics.
5. Analysis of the services of specialized mailing companies in Ukraine and the world.
6. Analysis of the audience of the most popular social networks in Ukraine and the world.
7. Familiarization with Internet resources for analytics of social networks.
8. Acquaintance with Internet resources for analytics of cooperation with bloggers.

11. Criteria and evaluation order of educational outcomes

Evaluation of current educational activity (carried out during each lesson) - control of theoretical knowledge, practical skills and abilities. When mastering each topic of the educational component for the current educational activity, higher education applicants are awarded points for all types of activities, which are summed up at the end of studying the module.

A higher education applicant has to receive 6-10 points for each practical session.

The following evaluation system is used during practical classes:

System of estimation, points	Criteria
0-5	applies to a higher education applicant who: • revealed serious gaps in knowledge of the main material, made fundamental mistakes; • could not complete practical and situational tasks, did not issue a work log
6	applies to a higher education applicant who: • revealed sufficient, but shallow knowledge of the main program material when answering a theoretical question orally or in writing; • performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently, but made minor mistakes in arithmetic calculations, etc.
7-8	applies to a higher education applicant who: • showed full knowledge of the program material when answering orally or in writing to a theoretical question provided at the level of similar reproduction, but made some minor mistakes;

	• performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently without errors;
9-10	applies to a higher education applicant who: • showed comprehensive, systematized, in-depth knowledge of the program material when answering theoretical questions orally or in writing, knows how to correctly interpret the obtained results; to demonstrate knowledge of basic and additional literature provided for at the level of creative use; • performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently without errors

Control of content modules 1-2. Only higher education applicants who have completed all types of work provided for in the curriculum are allowed to control of content modules. Written control is a means of diagnosing the knowledge of higher education applicants.

The following evaluation system is used during the control of content modules:

CM1	CM2	Criteria
0-17	**0-11**	applies to a higher education applicant who: • revealed serious gaps in knowledge of the main material, made fundamental mistakes; • could not complete practical and situational tasks, did not issue a work log
18-23	**12-14**	applies to a higher education applicant who: • revealed sufficient, but shallow knowledge of the main program material when answering a theoretical question orally or in writing; • performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently, but made minor mistakes in arithmetic calculations, etc.
24-26	**15-17**	applies to a higher education applicant who: • showed full knowledge of the program material when answering orally or in writing to a theoretical question provided at the level of similar reproduction, but made some minor mistakes; • performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently without errors;
27-30	**18-20**	applies to a higher education applicant who: • showed comprehensive, systematized, in-depth knowledge of the program material when answering theoretical questions orally or in writing, knows how to correctly interpret the obtained results; to demonstrate knowledge of basic and additional literature provided for at the level of creative use; • performed a practical task (calculation task, situational task, graphic task, presentation, etc.) independently without errors

The higher education applicant has to receive 18-30 points (CM1) or 12-20 points (CM2). The control of the content module is considered not passed if a higher education applicant scored less than 18 points (CM1) or less than 11 points (CM2).

The grade for each content module is the sum of points received during the study of all topics and test control.

Points for module 1 "Digital marketing tools" consist of points for content modules 1 and 2.

Distribution of points in the educational component

Content modules	Minimum number of points	Maximum number of points
CM 1	**30**	**50**
CM 2	**30**	**50**

Total for module 1	60	100

Scheme of accrual and distribution of points by the topics

Current testing and self-study work							Amount
Content module 1		CM 1	Content module 2			CM 2	
T1	T2		T3	T4	T5		
10	10	30	10	10	10	20	100

Note: $T_1, T_2 ... T_5$ – topics of the educational component

12. Forms of progress and semester supervision of academic achievements

Semester control is carried out in the form of a semester credit.

13. Methodological support

1. Work program of the educational component.
2. Methodical materials for electronic presentations of lectures.
3. Methodical recommendations for practical classes and independent work.
4. List of theoretical control questions of content modules 1-2.
5. Tickets for control of content modules 1-2.

14. Reading suggestions

The main reading suggestions

1.   Pestun, I. V. Effectiveness of current multi-channel marketing in pharmacy / I. V. Pestun, Z. M. Mnushko // Управління, економіка та забезпечення якості в фармації. - 2016. - № 1. - С. 62-66.

2.   Richardson, Paul. Internet marketing : reading and online resources / P. Richardson. - Boston : Mc Graw-Hill, 2001. - 350 p.

Supplementary reading suggestions

1.   2021 Digital Marketing Trends: Top Recommendations. URL : https://www.cardinaldigitalmarketing.com/blog/how-the-top-digital-marketing-tre nds-will-evolve-in-2021 (accessed at 18.09.2022).

2.   2021 Global Marketing Trends. URL: https://www2.deloitte.com/content/dam/Deloitte/lu/Documents/technology/lu-global-marketing-trends-2021.pdf (accessed at 18.10.2021).

3.   Balekari U., Nallaguntla L. Multichannel marketing (MCM) in pharmaceutical industry // In. J. Pharm. Sc. B. Man. — 2015. — Vol. 3. P. 15–23.

4.   Beaulieu A. Hoybye M. Studying Mailing Lists: *text*, temporality, interaction and materiality at the intersection of email and the web. *Handbook of Emergent Technologies in Social Research*. 2011. C. 257–274.

5.   Chadwick F., Johnston K., Mayer K. Digital Marketing — Strategy, Implementation and Practice. United Kingdom: 5th Revised edition, 2012. 698 c.

6.   Chaffey D., Chadwick F.E.. Digital marketing. Strategy, implementation and practice. 7th edition. 2019. New York : Pearson

7.   Chaffey D., Ellis-Chadwick F., Johnston K., Mayer K. Digital Marketing-Strategy, Implementation and Practice. United Kingdom: 5th Revised edition, 2012. 698 c.

8.   Channel Dynamics Global Reference. An annual review of pharmaceutical sales force and marketing channel performance IQVIA, 2021. URL : https://www.iqvia.com/fr-be/library/publications/channeldynamics-global- reference-2021 (accessed at 10.09.2021).

9.   Coon M. Social media marketing: successful case studies of businesses using facebook and youtube with an in-depth look into the business use of twitter. Unpublished term project, Stanford University, 2010. 37 c.

10. Didital 2021: global overview report. URL : https://datareportal.com/reports/digital-2021-global-overview-report (accessed at 27.11.2021).

11. How to Send Emails to Undisclosed Recipients in 2020. URL : https://www.lifewire.com/send-email-to-undisclosed-outlook-1173806 (accessed at 27.11.2021).

12. Kamal, Yusuf. (2016). Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies. 06. 5300-5302. 10.4010/2016.1298.

13. Morozan C., Enache E., Vechiu C. Evolution of digital marketing. URL: https://mpra.ub.uni-muenchen.de/13725 (accessed at 15.10.2021).

14. Zhadko, S. V. New tools in the medical representatives' work in the context of digital marketing development / S. V. Zhadko, Jouahri Mohammed-Yassine // Актуальні проблеми розвитку галузевої економіки, менеджменту та логістики : матеріали X міжнарод. наук.-практ. internet-конф. з міжнар. участю, м. Харків, 10 листоп. 2022 р. - Харків : НФаУ, 2022. - С. 295-296.

15. Zhadko, S. V. Study of the most important areas of digital marketing for pharmaceutical companies / S. V. Zhadko, Sarkodie Gertrude Serwaa // Актуальні проблеми розвитку галузевої економіки, менеджменту та логістики : матеріали X міжнарод. наук.-практ. internet-конф. з міжнар. участю, м. Харків, 10 листоп. 2022 р. - Харків : НФаУ, 2022. - С. 297-298.

16. Zhadko S. V., Kulibaba A.E., Hydaer Ali Ahmed The feasibility of using social media in pharmaceutical marketing. *Соціальна фармація: стан, проблеми та перспективи :* Матеріали III міжнародної наук.-практ. Internet-конф. (м. Харків, 27–30 квіт. 2015 р.) Харків : Вид-во НФаУ, 2015. С. 375–377.

15. Electronic resources, including the Internet

1. Scatcounter global stats. https://gs.statcounter.com
2. Sendpulse - a platform for marketing and sales https://sendpulse.ua
3. Serpstat SEO platform. https://serpstat.com/
4. Similarweb platform https://www.similarweb.com
5. We are social creative agency. https://wearesocial.com/
6. NuPH library: http://lib.nuph.edu.ua
7. Internet Marketing Association. https://imanetwork.org/