

**MINISTRY OF HEALTH OF UKRAINE
ODESA NATIONAL MEDICAL UNIVERSITY**

Faculty of Pharmacy

Department of Organization and economics of Pharmacy with post-diploma specialization

**Syllabus of the academic discipline
Pharmaceutical management and marketing**

Scope of the academic discipline	The total number of hours per discipline: 180 hours, 6 credits
Days, time, place of educational discipline	According to the schedule of classes Department of Organization and economics of Pharmacy with post-diploma specialization Odesa, str. Malinovskyi, bldg. 37, 2nd floor, room 211
Teacher(s)	head of the department, PhD in Pharmacy, Assoc. prof., Oksana BIELIAIEVA senior teacher Iryna YASHCHUK
Contact Information	Yashchuk Iryna Serhiivna Iryna.yashchuk @onmedu.edu.ua BIELIAIEVA Oksana Ivanivna Odesa, str. Malinovskyi, bldg. 37, 2nd floor, Department of Organization and economics of Pharmacy with post-diploma specialization oksana.belyayeva @ onmedu . edu . u.a Face-to-face consultations: from 2:30 p.m. to 4:00 p.m. every Tuesday, from 9:00 a.m. to 1:00 p.m. every Saturday. Online - consultations: from 2:30 p.m. to 4:00 p.m. every Tuesday, from 9:00 a.m. to 1:00 p.m. every Saturday. The link to the online consultation is provided to each group during classes separately.

COMMUNICATION

Communication with students can be carried out in the classroom (face-to-face) or remotely.

During distance learning, communication is carried out through the Microsoft Teams platform and with the help of messengers Viber, Telergram, WhatsApp, Zoom , by creating separate groups of students, and e-mail.

ABSTRACT OF THE ACADEMIC DISCIPLINE

The subject of the study of the discipline is the quality management of labor resources at the pharmaceutical enterprise, management functions, the drug market, pricing policy and pricing, means of communication and ways of promoting drugs on the market.

Prerequisites and post-requisites of the discipline (place of the discipline in the educational program):

Prerequisites: "Ukrainian language (by professional direction), "Foreign language" (by professional direction), "Introduction to pharmacy", "Pharmaceutical law and legislation", "Fundamentals of economics in pharmacy", "Pharmacology", "Drug technology", "Ethics and

deontology in pharmacy", "Information technologies in pharmacy", "World pharmaceutical distribution", "Psychologies of communication".

Postrequisites: "Organization and economics of pharmacy", "Pharmacoeconomics", "Social pharmacy", "Assessment of medical technologies", "Pharmaceutical logistics"

The purpose of the discipline : formation of knowledge about the basic categories of management and marketing, providing future specialists with the opportunity to perform functional duties in a qualitative manner, entrepreneurial activity in market conditions, as well as general and marketing management of pharmaceutical enterprises, wholesale firms and pharmacies with various forms of management.

Tasks of the discipline :

1. Contribute to the formation of professionally necessary knowledge, abilities and skills in accordance with the educational and qualification characteristics

2. To provide a theoretical basis for further study of other pharmaceutical and economic disciplines of the curriculum

3. To create a base that determines the professional competence and general erudition of a pharmacist.

Expected results:

As a result of studying the academic discipline, the applicant must:

Know:

- basics of the legal system and pharmaceutical legislation;
- the main mechanisms of state regulation of pharmaceutical activity;
- principles of organization of provision of pharmaceutical assistance to the population;
- basic principles of the organization of pharmaceutical provision of the population;
- legal and ethical standards of pharmaceutical activity.
- the legislative framework of Ukraine regarding entrepreneurial activity;
- orders of the Ministry of Health of Ukraine on business activity;
- principles of organizing the work of pharmacies, pharmaceutical companies and their structural divisions;
- planning the development and placement of the pharmacy network;
- orders and instructional materials of the Ministry of Health of Ukraine regarding the information and technical support of pharmacists' workplaces;
- organization of appropriate document flow at each pharmacist's workplace;
- tasks, functions, staff of structural units;
- methods of calculating the costs of a pharmacy enterprise,
- the procedure for calculating the financial results of pharmacy activities: trade overlays, profit, profitability.
- concept of taxes, their types and principles of taxation of pharmacy enterprises;
- drug pricing;
- analysis and calculation of pharmacy costs;
- product report and report on financial and economic activity of the pharmacy;
- economic means of pharmacy enterprises, their classification;
- sources of financing of working capital.
- approaches to the formation of prices for medicines in Ukraine and abroad;
- improvement of the price policy for medicines (orders of the Ministry of Health of Ukraine);
- peculiarities of formation of retail prices for pharmaceutical products;
- the pharmacy supply system in the conditions of the formation of the pharmaceutical market of Ukraine;
- theoretical foundations of management;
- management functions;
- management of the decision-making process;

- market management structures in pharmacy;
- management and successful management;
- management and entrepreneurship;
- entrepreneurial activity in pharmacy;
- the organization of the pharmaceutical system as a management object;
- management of labor resources;
- social responsibility of organizations;
- ethical and legal norms of pharmaceutical activity;
- basics of labor law;
- economic calculations of labor productivity;
- calculations of the efficiency of the use of working time;
- models, methods and approaches to management decision-making.
- basic provisions of pharmaceutical marketing;
- demand and supply of pharmaceutical products;
- methods of marketing research of the pharmaceutical market.
- assortment policy of pharmaceutical enterprises;
- marketing information systems, MIS subsystems;
- determining the need for medicines;
- sample methods of mathematical statistics, point and interval estimates of distribution parameters;
- statistical hypothesis testing, experiment planning and variance analysis;
- positioning of the pharmaceutical product;
- study of the drug market;
- strategy of marketing communications and promotion of sales of pharmaceutical products;
- price elasticity of supply and demand.

be able to:

- use the data of various forms of reporting to make management decisions regarding the optimization of the pharmacy's economic activity.
- to use normative legal acts regulating pharmaceutical activity in Ukraine and abroad;
- monitor and determine changes and additions to domestic pharmaceutical legislation;
- compile information on the material and technical base of the pharmacy and pharmacy point, as well as organizational documents necessary for their activity;
- to form relationships with patients and doctors in order to fulfill the ethical criteria of the WHO and the principles of proper pharmacy practice regarding the promotion of medicinal products on the market, minimizing the abuse and incorrect use of medicinal products.
- taking into account the accounting data for the previous periods of work for the pharmacy and its structural unit to plan: turnover; trade overlays; costs; profit and other economic indicators; to make orders — requirements for the pharmacy warehouse and other suppliers for obtaining medicines and pharmacy products, taking into account regulatory documents of the Ministry of Health of Ukraine;
- carry out comprehensive information support for the preparation and conclusion of purchase and sale agreements, contracts on the basis of timely updating of the relevant sections of the database of the information and management marketing system, using automated information and search systems and technical means;
- draw up commercial agreements, agreements on cooperation with business partners and carry out ongoing work with clients in accordance with concluded agreements, monitor the fulfillment of contractual obligations by suppliers of products, raw materials and materials, using regulatory and legal documents and separate provisions of the Ministry of Health of Ukraine.
- apply different pricing methods.

- draw up and analyze the business plan of the pharmacy establishment;
- justify and determine the optimal form of management, prepare founding documents;
- determine and form the organizational structure of the pharmaceutical establishment, create regulations on structural divisions, determine their tasks and necessary positions;
- justify the plan of organizational, methodical and production measures aimed at coordinating the activity program, solving financial and social issues, establishing directions for the use of profit;
- to plan, organize and conduct operational and final production meetings of employees of the institution (enterprise) with the adoption of relevant management decisions;
- solve production, financial, marketing and other tasks in order to increase the performance indicators of the enterprise;
- carry out an adequate selection of personnel taking into account their professional training, business and personal qualities, determine functional and job duties;
- admit and dismiss employees, monitor the procedure for entering and recording entries in labor books;
- conclude and terminate an employment contract, participate in the preparation of a collective agreement, draw up relevant organizational and administrative documents;
- identify reserves for improving the work efficiency of pharmacy employees based on efficiency criteria, analysis of working time costs and building models of rational use of it using efficiency indicators.
- to segment the market according to demographic, psychographic, etc. characteristics, morbidity, profile of medical and medical care provision; - to analyze the availability of medicinal products in a specific segment of the market by assortment, price characteristics, by manufacturing companies, to determine their competitiveness, to draw up consolidated analytical tables;
- to analyze price lists and other sources of marketing information of companies and enterprises producing medicinal products in order to determine the assortment and price characteristics of the offered products;
- conduct marketing research of individual medicinal products and their pharmacotherapeutic groups;
- to study and analyze the requirements and motivations of consumers of medicines and medical products;
- make forecasts for the purchase of medicines of various pharmacotherapeutic groups; - to determine and apply effective channels of marketing of pharmaceutical products and draw up analytical reports based on data on their implementation;
- calculate the capacity of the drug market based on economic indicators (volume of production, inventory, export and import indicators) for a specific segment of it.

DESCRIPTION OF THE EDUCATIONAL DISCIPLINE

Forms and methods of education

The course will be taught in the form of lectures (20 hours) and practical classes (80 hours), organization of students' independent work (80 hours).

Teaching methods:

- Verbal: lectures (problematic, visualization lectures, lectures with analysis of specific situations), discussions;
- Face-to-face: multimedia presentations, demonstration, method of direct observation, presentation of the results of own research;
- Practical: exercises; training exercises; solving calculation problems; surveys using blackboards in online format, testing.

Content of the academic discipline

Topic #1 . Theoretical foundations of management. Management and successful management. Management and leadership in pharmaceutical organizations.

Topic #2 . Organization as an object of management. The external environment of pharmaceutical organizations.

Topic #3. Management functions. Management of the decision-making process

Topic #4 . Communicative processes in management, record keeping, document flow of pharmaceutical organizations.

Topic No. 5 . Management and pharmaceutical entrepreneurship. .

Topic No. 6 . Management of labor resources of the pharmaceutical industry and personnel of the organization. Group dynamics and leadership. Conflict management.

Topic #7 . Labor relations under market conditions.

Topic No. 8 . Evaluation of the effectiveness of the organization and management.

Topic #9 . Basic provisions of pharmaceutical marketing.

Topic #10 . Pharmaceutical marketing management process. Study of the drug market.

Topic #11 . Product in the marketing system. Assortment policy of pharmaceutical and pharmacy enterprises.

Topic #12 . Product and innovation policy of pharmaceutical enterprises.

Topic #13 . Price, pricing, pricing policy of pharmaceutical and pharmacy enterprises.

Topic #14 . Marketing activity of pharmaceutical enterprises.

Topic #15 . Marketing policy of communications.

Topic #16 . Advertising in the pharmaceutical marketing system

Topic #17 . Sales promotion and other means of marketing communications.

Topic #18. Marketing research and information.

Topic #19 . Marketing control.

Topic No. 20 . Foreign economic activity of pharmaceutical enterprises.

List of recommended literature (main)

Basic literature:

Main:

1. Pharmaceutical management and marketing. Text of the lecture / comp. L.M. Unguryan, I.B. Petkova and others; ONMedU - Odesa, 2020, 220p.
2. Pharmaceutical management and marketing. Study guide / Comp. L.M. Unguryan, I.B. Petkova and others. ; ONMedU - Odesa, 2018, 160 p.
3. Pharmaceutical management. Practicum / comp. L.M. Unguryan, I.B. Petkova and others; ONMedU - Odesa, 2019, 100 p.
4. Pharmaceutical marketing. Practicum / comp. L.M. Unguryan, I.B. Petkova and others; ONMedU - Odesa, 2019, 120 p.
5. Basics of management and marketing in pharmacy: Teaching method. manual for higher med. (Pharm.) Institutions / Comp. N.M. Kosyachenko, V.P. Gorkusha et al. — K., 2018. — 49 p.
6. Management and marketing in pharmacy. Educational method. manual / comp. O.H. Chirva, O.V. Harmatyuk; MES of Ukraine, UDPU. – Uman: Visavy, 2018. – 217 p.

7. Marketing workshop. Education manual / by A.Ya. Ageev - 2018.-p.496
8. Pricing: a collection of test and calculation tasks study guide Recommended by the Ministry of Education and Culture of Ukraine / comp. E.Ya. Ageev, T.V. Shakhmatova - 2018. - p. 288
9. Management in pharmacy. Module 1. Educational method. manual / V.O. Demchenko, N.O. Tkachenko, N.M. Chervonenko, T.P. Annual; edited by G. Knysha. – Zaporizhzhia: ZDMU, 2017. – 194 p.
10. Pharmaceutical Law and Legislation: the textbook for applicants for higher education / A.A. Kotvitskaya, IV Kubarieva, AV Volkova et al. Kharkiv : NUPh : Golden Pages, 2019.204 p.

Additional:

1. Pricing: theory and practice. Study guide. / E. Ya. Ageev, T.V. Shakhmatova 2018. -376 p.
2. Internet marketing. The study guide is recommended by the Ministry of Education and Culture of Ukraine. / comp. I.L. Lytovchenko -2017.- 184 p.
3. Internet in marketing. The textbook is approved by the Ministry of Education, Culture and Sports of Ukraine. I.V. Boychuk -2010.- 220 p. 15. Methods of stimulating sales in trade. Study guide / Comp. M.L. Smagilchuk -2018.-300 p.
4. Audit Education manual. Recommended by the Ministry of Education and Culture of Ukraine / Sukha O.R.-2018.-284 p.
5. Information management. Education manual. Recommended by the Ministry of Education and Culture of Ukraine / Kobylin A. M., Samorodov B. V. - 2018. - 216 p.
6. Conflictology and the theory of negotiations Study guide recommended by the Ministry of Education and Culture of Ukraine / Yakhno T.P.-2018. 168 p.

Electronic information resources

1. Legislation of Ukraine [Electronic resource]. - Access mode: <http://zakon.rada.gov.ua/laws>
2. Normative and directive documents of the Ministry of Health of Ukraine [Electronic resource]. - Access mode: [/http:// mozdocs.kiev.ua](http://mozdocs.kiev.ua)
3. State formulary of medicinal products. The twelfth edition. / Ministry of Health of Ukraine, 2020. – /Internet resource - <http://www.moz.gov.ua/ua/portal/>
4. State Register of Medicinal Products of Ukraine. [Electronic resource]. – Access mode: <http://www.drlz.com.ua/ibp/ddsitesite.nsf/all/shlist?opendocument>.
5. Compendium online. [Electronic resource]. - Access mode:
6. <https://compendium.com.ua/bad/>.
7. Search database of drugs [Electronic resource]. – Access mode: <https://tabletki.ua/uk/>.
8. Search database of drugs [Electronic resource]. – Access mode: <http://likicontrol.com.ua/>.

Medscape search database [Electronic resource]. - Access mode: Medscape <https://www.medscape.com/pharmacists>.

ASSESSMENT

Forms and methods of current control: oral survey, testing (form or computer), control written works, assessment of solving computational problems, assessment of performance of practical skills, assessment of communication skills during role play, solution of situational/case tasks, assessment of activity in class.

Forms and methods of final control: exam

Assessment of knowledge (distribution of points):

Evaluation of the current educational activity in a practical lesson :

1. Evaluation of theoretical knowledge on the subject of the lesson:
 - methods: survey, solving a situational problem
 - the maximum score is 5, the minimum score is 3, the unsatisfactory score is 2 .

2. Assessment of practical skills on the topic of the lesson:
- methods: assessment of the correctness of the performance of practical skills
 - the maximum score is 5, the minimum score is 3, the unsatisfactory score is 2.
- The grade for one practical session is the arithmetic average of all components and can only have a whole value (5, 4, 3, 2), which is rounded according to the statistical method.

Current evaluation criteria in practical training

Rating	Evaluation criteria
Excellent "5"	The applicant is fluent in the material, actively participates in the discussion and solution of situational/case problems, confidently demonstrates practical skills on the subject of the lesson, expresses his opinion on the subject of the lesson
OK "4"	The applicant has a good command of the material, participates in the discussion and solution of the situational/case problem, demonstrates certain practical skills on the subject of the lesson with some mistakes, expresses his opinion on the topic of the lesson.
Satisfactory "3"	The applicant does not have sufficient knowledge of the material, is unsure of participating in the discussion and solution of the situational/case problem, demonstrates practical skills on the subject of the lesson with significant errors.
Unsatisfactory "2"	The applicant does not have the material, does not participate in the discussion and solution of the situational/case problem, does not demonstrate practical skills on the subject of the lesson

Only those applicants who have fulfilled the requirements of the training program in the discipline, have no academic debt, their average score for the current educational activity in the discipline is at least 3.00, and they have passed the test control according to the tests "STEP - 2" are admitted to the final control in the form of an exam. » at least 90% (50 tasks).

The test control is conducted in the Educational and Production Complex of Innovative Technologies of Learning, Informatization and Internal Monitoring of the Quality of Education of the University in the last class before the exam.

Evaluation of the results of the students' training during the final control

The content of the evaluated activity	Scores
Answers to theoretical questions.	2
Solving a situational problem with evaluation of the obtained results	2
Solution of the calculation problem	1

Possibility and conditions of obtaining additional (bonus) points: not provided

INDEPENDENT WORK OF STUDENTS OF HIGHER EDUCATION

The independent work of the students, which is provided by the subject of the lesson along with the classroom work, is evaluated during the current control of the topic in the corresponding lesson.

THE POLICY OF THE EDUCATIONAL COMPONENT

Deadlines and Rescheduling Policy:

- Absences of classes for non-respectable reasons will be worked out according to the schedule of the teacher on duty.
- Absences for valid reasons are worked out according to an individual schedule with the permission of the dean's office.

Academic Integrity Policy :

Applicants must observe academic integrity, namely:

- independent performance of all types of work, tasks, forms of control provided for by the work program of this educational discipline;
- references to sources of information in case of use of ideas, developments, statements, information;
- compliance with the legislation on copyright and related rights;
- provision of reliable information about the results of one's own educational (scientific) activity, used research methods and sources of information.

Unacceptable in educational activities for participants of the educational process are:

- the use of family or official ties to obtain a positive or higher grade during any form of control of academic performance or academic merit;
- use of prohibited auxiliary materials or technical means (cheat sheets, notes, micro-earphones, telephones, smartphones, tablets, etc.) during control measures;
- going through procedures for monitoring the results of training by fake persons.

For violation of academic integrity, students may be held to the following academic responsibility:

- a decrease in the results of assessment of the control work, assessment in class, credit, etc.;
- retaking the assessment (test, credit, etc.);
- assignment of additional control measures (additional individual tasks, control works, tests, etc.);
- conducting an additional inspection of other works authored by the violator.

Attendance and Tardiness Policy:

- Form of clothing: a medical gown that completely covers the outer clothing.
- State of health: applicants suffering from acute infectious diseases, including respiratory diseases, are not allowed to attend classes.
- A student who is late for class can attend it, but if the teacher has put "nb" in the journal, he must complete it in the general order.

Use of mobile devices :

Mobile devices may be used by students with the permission of the instructor if they are needed for the assignment.

Behavior in the audience:

The behavior of applicants and teachers in the classrooms must be working and calm, strictly comply with the rules established by the Regulations on academic integrity and ethics of academic relations at Odessa National Medical University , in accordance with the Code of Academic Ethics and University Community Relations of Odessa National Medical University , Regulations on Prevention and detection of academic plagiarism in the research and educational work of higher education applicants, scientists and teachers of Odesa National Medical University .