

**ODESA NATIONAL MEDICAL UNIVERSITY
FACULTY OF PHARMACY
DEPARTMENT OF ORGANIZATION AND
ECONOMY OF PHARMACY**

MANUAL

for perform practical work in the academic discipline
**«MANAGEMENT AND MARKETING IN
PHARMACY»**

Student of 5th year study _____ group
foreign faculty

(Full Name)

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Authors-compilers: Doctor in Pharmacy, professor Liana UNHURIAN
Ass. Professor, PhD in Pharmacy Oksana BIELIAIEVA
Sen. Teacher Iryna YASHCHUK
Sen. Teacher Oksana STEPANOVA

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The manual was created in accordance with the approved program of the academic discipline "Management and marketing in Pharmacy".

The work journal contains practice-oriented situational tasks and algorithms adapted to the requirements of modern times, provided for by the curriculum and the standard program of the Ministry of Health of Ukraine on the discipline "management and marketing in pharmacy", the implementation of which will allow applicants for higher education to acquire professional competencies in the marketing and marketing direction.

The work journal is intended for practical training of applicants for higher education in the specialty "Pharmacy. Industrial Pharmacy".

TOPIC №. 1. BASIC PROVISIONS OF PHARMACEUTICAL MARKETING

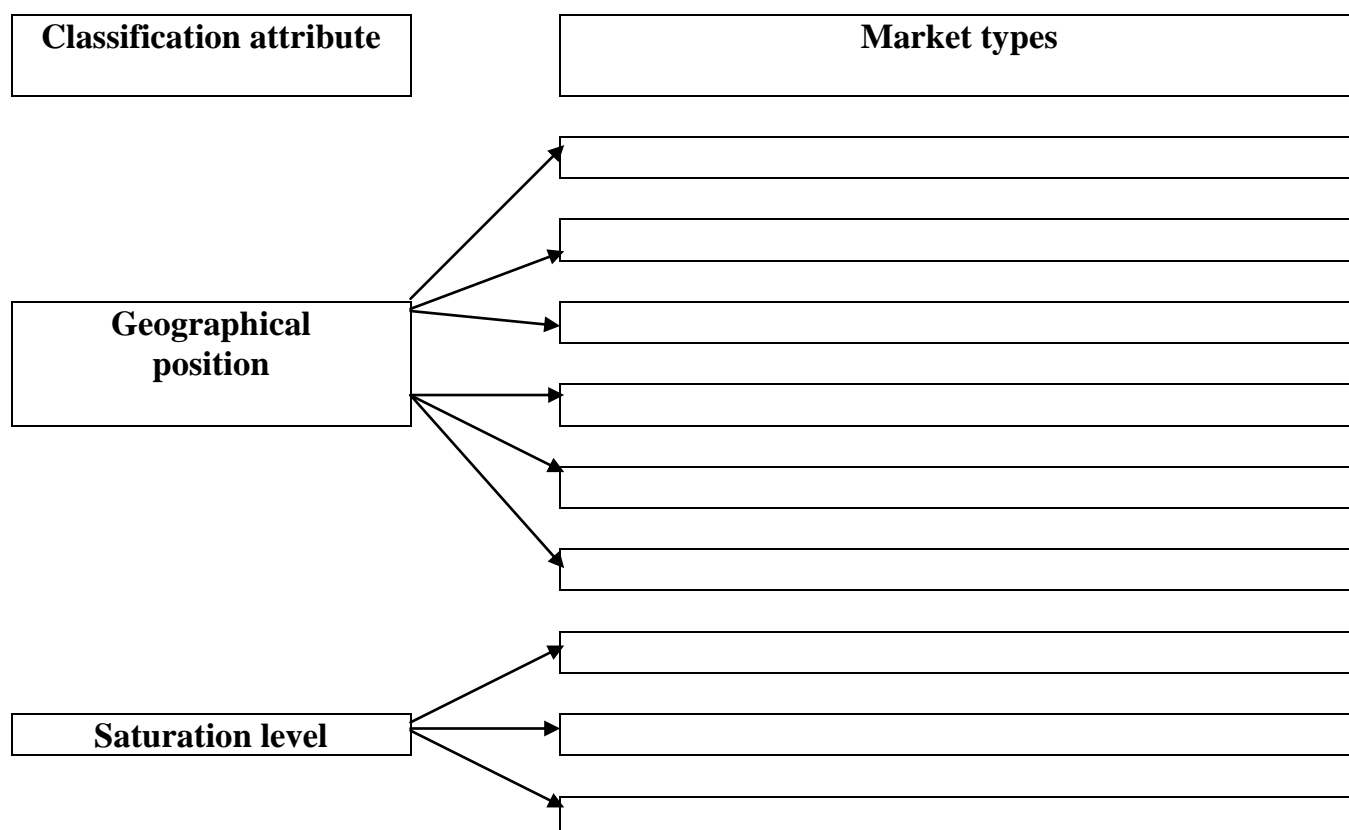
The purpose of the lesson. To consolidate theoretical knowledge about the basic concepts of marketing, its principles and functions, the content of the marketing activities of pharmaceutical manufacturing enterprises and retail and wholesale market structures. To acquire practical skills in determining the components of the marketing mix, types of marketing, types of markets, analysis of the marketing environment of pharmaceutical enterprises.

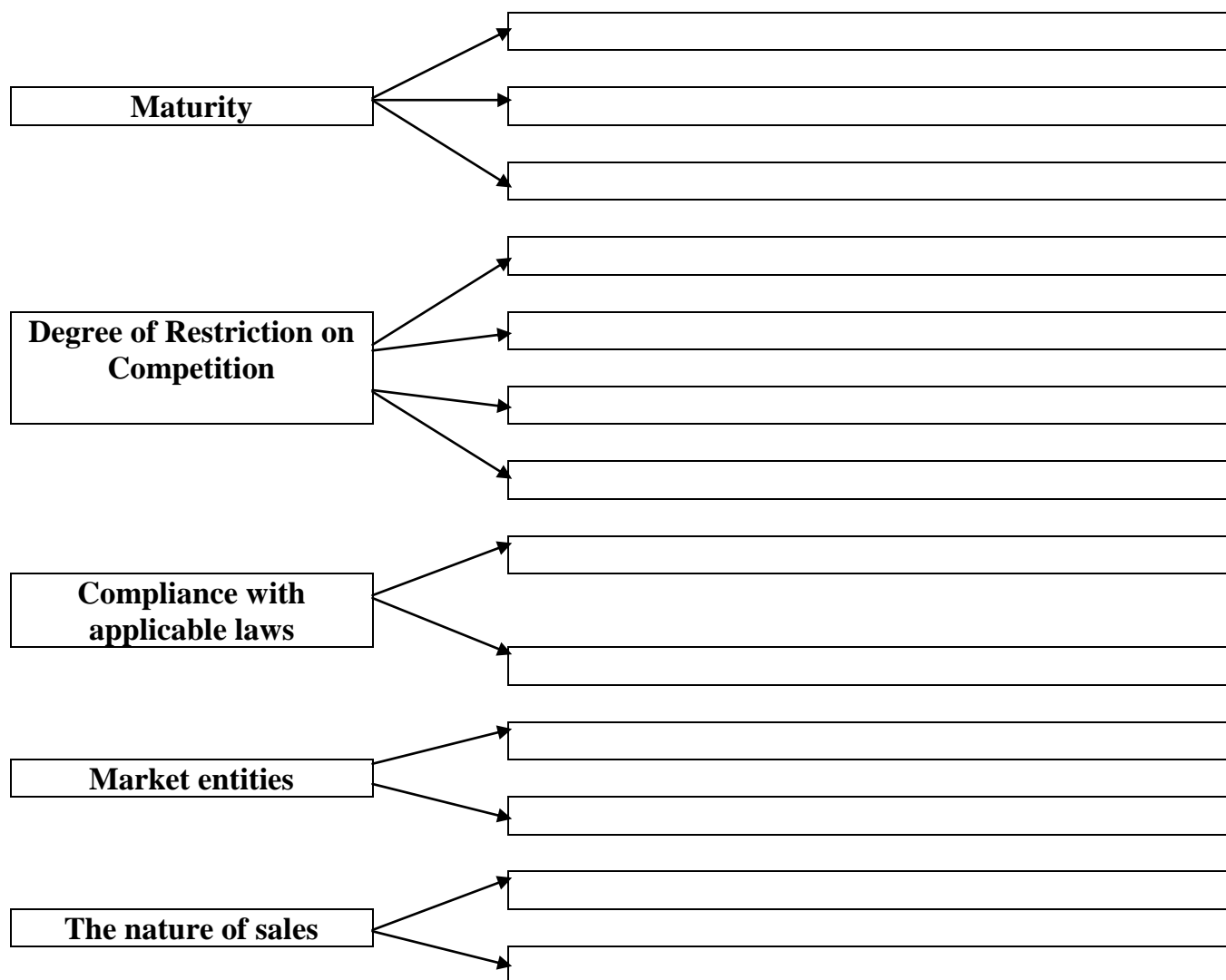
Theoretical questions

1. The value of marketing in modern conditions. Definition and basic components of marketing. Features of pharmaceutical marketing.
2. The main elements of the marketing mix: product, price, sales, promotion, public relations.
3. Principles and functions of marketing.
4. Types, subjects and tasks of pharmaceutical marketing.
5. Market as an object of marketing: concept, conditions of existence, classification criteria, infrastructure, economic environment. The main elements of the market.
6. Condition, structure and organization of the pharmaceutical market. Socio-economic aspects of the pharmaceutical market.
7. General characteristics of the world pharmaceutical market. State and development prospects of the pharmaceutical market in Ukraine.

PRACTICAL AND SITUATION TASKS

Task 1. Sketch out the classification of the pharmaceutical market according to the following criteria: geographic location, saturation level, degree of maturity, degree of restriction of competition, compliance with current legislation, subjects of the pharmaceutical market, nature of sales.





Task 2

The state of demand in the market influences marketing tasks and determines the type of marketing that is advisable to apply (supporting, stimulating, creative, remarketing, demarketing, synchromarketing, conversion, counteracting). Select the type of marketing that matches each characteristic of the state of demand and marketing objectives, and fill in the table.

Types and tasks of marketing depending on the state of demand

Types of marketing	State of demand	Marketing challenge
	Most people consider this product harmful, there is a “Negative” demand for the product on the market, most of the segments refuse this product	Converting negative consumer attitudes towards a product into a positive one
	Lack of demand, indifference, lack of interest of potential consumers in a particular product	Stimulating the demand for the product
	"Latent" demand (demand at the stage of formation; demand for non-existent goods)	Conversion of potential demand into real demand; creation of goods and services that really meet the demand

	Demand falls depending on the phase of the product's life cycle	Increasing demand by lengthening or creating a new one product life cycle; reorientation of the company to new markets
	"Irrational" demand for certain goods that are harmful to health, consumer well-being and the interests of society	Elimination or reorientation of demand, restriction of consumer access to goods, changes in the conditions of sale of goods
	"Excess" demand, that is, demand that exceeds the supply of goods (Production capabilities, limited commodity and raw materials)	Decreased demand for goods or services, cannot be satisfied due to insufficient production capacity, is used for prestigious or popular goods
	"Irregular" demand (demand fluctuates). demand significantly exceeds production capacity, or, conversely, the volume of production of goods exceeds the needs of the market	Smoothing fluctuations (demand leveling) Adjusting to fluctuations in demand
	"Full" satisfied demand	Keeping demand

Task 3. Describe all types of pharmaceutical marketing according to the reasons for their occurrence and tasks: Format the results in tabular form.

Types of marketing	Causes of occurrence	The essence of the task

Task 4. Indicate in the study table the state of demand, the type of marketing and specify the marketing task for the following situations.

A - according to marketing research, it has been established that one of the most popular medicines among the population of Ukraine is Analgin Table 0.5 No. 10. It is known that Analgin has a harmful effect on the hematopoietic system and is prohibited for individual use in more than 40 countries of the world;

B - one of the monopolists in the production of Riboxin table. 0.2 No. 10 and No. 50 and Riboxin amp. 2% 10 ml No. 10 until recently was "Galichpharm". In recent years, the production of Riboxin has been mastered by a number of Ukrainian manufacturing plants;

B - medical practice has proven the effectiveness of influenza vaccination, but the majority of the population has a negative attitude towards influenza vaccination.

Situation	State of demand	Marketing assignment	Marketing type

Tests:

1. A pharmaceutical company has divided its customers into groups based on their gender, age, and size of their families. What approach to market segmentation is the basis of this customer division?

- A. Demographic
 - B. Geographic
 - C. Socioeconomic
 - D. Psychographic
 - E. Behavioral
2. A manufacturing company initiates changes to the package insert of a drug aimed at limitation of its use. What type of marketing is used by the company in this case?
 - A. Conversion
 - B. Counteractive
 - C. Remarketing
 - D. Synchromarketing
 - E. Stimulating
 3. Company's activity aimed at planning, organization and control of physical movement of materials and finished goods from the production site to the place of their utilization for the purpose of covering the consumer needs and gaining profit, is called:
 - A. Supply
 - B. Demand
 - C. Advertising
 - D. Marketing
 - E. Management

TOPIC 2. PROCESS OF MANAGEMENT OF PHARMACEUTICAL MARKETING. STUDY OF THE MARKET OF MEDICINES.

The purpose of the lesson. To consolidate theoretical knowledge about the general directions of marketing management at a pharmaceutical enterprise, the basic concepts of industrial and commercial activities of enterprises and the features of the concept of social and ethical marketing in pharmacy; on the general principles of studying the drug market. To acquire practical skills in developing the structure of a marketing service at a pharmaceutical enterprise; on the application of methods for determining the need for medicines and the use of quantitative characteristics of the market.

Theoretical questions

1. Pharmaceutical Marketing Management.
2. Planning the marketing activities of the enterprise. Marketing plan: essence, types, sections.
3. Marketing concepts: production improvement, product improvement, intensification of commercial efforts, traditional marketing concept (Marketing management), social and ethical marketing. The concept of socially ethical marketing in pharmacy.
4. Organizational structure of marketing services. models of organization of marketing services.
5. Stages of organizing marketing services.
6. Tasks and functions of the pharmaceutical marketing service.
7. Study of the drug market. The value of market research.
8. Content and focus of comprehensive market research.
9. Quantitative characteristics of the market: market conditions, capacity, market share, market saturation, dynamics of product consumption.
10. Market segmentation: meaning, concept, criteria, basic methods. requirements

to market segments. The peculiarity of the segmentation of drug consumers.

11. Target market, "market window" and "market niche".

12. Research of consumers and typologies of drug consumption.

Factors influencing consumer behavior.

13. Characteristics of the concepts "need", "demand", "consumption". Research on drug consumption.

14. Retail audit, its essence and purpose.

15. Methods for determining the need for medicines.

16. Study of supply and demand of goods. Types of demand: negative, absent, hidden declining irregular, high-grade, excessive, irrational.

17. Demand for medicines: implemented, dissatisfied, demand is being formed.

PRACTICAL AND SITUATION TASKS

Task 1

In the course of the evolution of the theory and practice of marketing, six basic concepts of marketing management were formed: the concept of production improvement (production), the concept of product improvement (commodity), the concept of intensifying commercial efforts (sales), the concept of marketing (integrated marketing); the concept of socially ethical marketing; partnership marketing concept. Conduct a comparative analysis of the six main concepts of marketing management, format the results in the form of a table.

Comparative analysis of the main concepts of marketing management

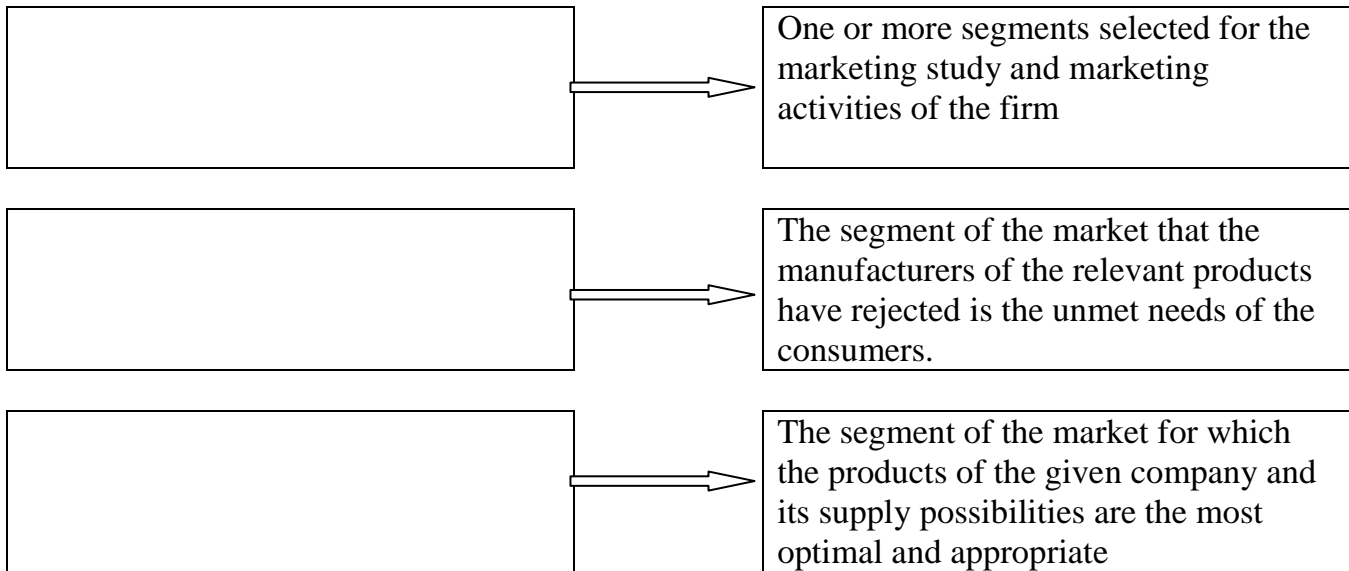
Concept name	Specific traits			
	Main goal (idea)	Main directions of work		
		Object of attention	Source of profit	Means of implementation
Manufacturing Improvement Concept				
Product improvement concept				
Business Intensification Concept				
Marketing concept				
Social ethical marketing concept				
Affiliate marketing concept				

Task 2. Describe the methods of collecting marketing information according to these criteria. Fill out the results in tabular form.

Information collection method	Definition	Forms	Advantages and disadvantages	Examples of
Primary research				
Observation				
Survey				
Experiment				
Simulation modeling				
Secondary research				

Task 3 Fill in the following concepts in the diagram: target market; market window; market niche. Give examples of a market window in the field of drug supply to the population.

Scheme of characteristics of the concepts "target market", "market window" and "market niche"



Tests:

1. A marketing manager of pharmaceutical company carries out market research on vitamin preparation market. He takes into account various parameters including the therapeutical effectiveness, supply and demand. What method should be applied?
 - A. Delphi method
 - B. Mathematical statistics method
 - C. Graph method
 - D. Method of extraction from the original medical records
 - E. –
2. A dispensing chemist makes a research into the pharmaceutical market. For this purpose he uses scientific publications and statistical data. What type of marketing research is it?
 - A. Survey
 - B. Panel research
 - C. Theoretical research
 - D. Field research
 - E. Observation
3. Among the given principles of market segmentation select a principle that is used in the study of drug market most often:
 - A. Behavioral
 - B. Psychological
 - C. Psychographic
 - D. Demographic
 - E. Socio-economic

4. A pharmaceutical company studies the market situation in terms of a relationship between supply and demand, price level, stock of goods, etc. What is the company's actual object of study?
- Conditions for the market existence
 - Market behaviour
 - Market scope
 - Market structure
 - Market infrastructure

TOPIC 3. GOODS IN THE MARKETING SYSTEM. ASSORTMENT AND COMMODITY POLICY OF PHARMACEUTICAL ENTERPRISES.

The purpose of the lesson. To consolidate theoretical knowledge about the product as a component of the marketing mix, the consumer value and competitiveness of a pharmaceutical product, targeted marketing activities to position the product on the market, the assortment policy of pharmaceutical and pharmacy enterprises.

To acquire practical skills in determining the competitiveness of a product, its positioning in the market, analyzing the assortment of pharmacies, determining the stages and types of the life cycle of a pharmaceutical product.

Theoretical questions

- Marketing concept of the product.
- Classification of goods. Classification of medicines, medical devices.
- The consumer value of the product. Consumer properties of medicines.
- Product life cycle. Stages of the product life cycle and their characteristics. Marketing activities at the stages of the product life cycle.
- Positioning of goods. Positioning criteria for medicines.
- Competitiveness of goods and medicinal products.
- Assortment policy of pharmaceutical and pharmacy enterprises. Components and principles of assortment policy.
- Product range, its main characteristics. Commodity nomenclature.
- Directions of the analysis of the product range.
- Formuvannya of the product range of industrial and commercial enterprises. Features of the formation of an assortment of medicines in pharmacy enterprises.

PRACTICAL AND SITUATION TASKS

Task 1 Using the data in the table, calculate the coefficient of stability of the range of antipyretic drugs in the pharmacy. Make a conclusion about the stability of the assortment of this pharmacotherapeutic group in the pharmacy.

Additional Information

The assortment stability coefficient K_c is calculated by the formula:

$$K_c = 1 - \frac{B_1 + B_2 + \dots + B_n}{n \times a}$$

where $B_1 \dots B_n$ is the number of missing drugs at the time of verification;

n is the number of checks;

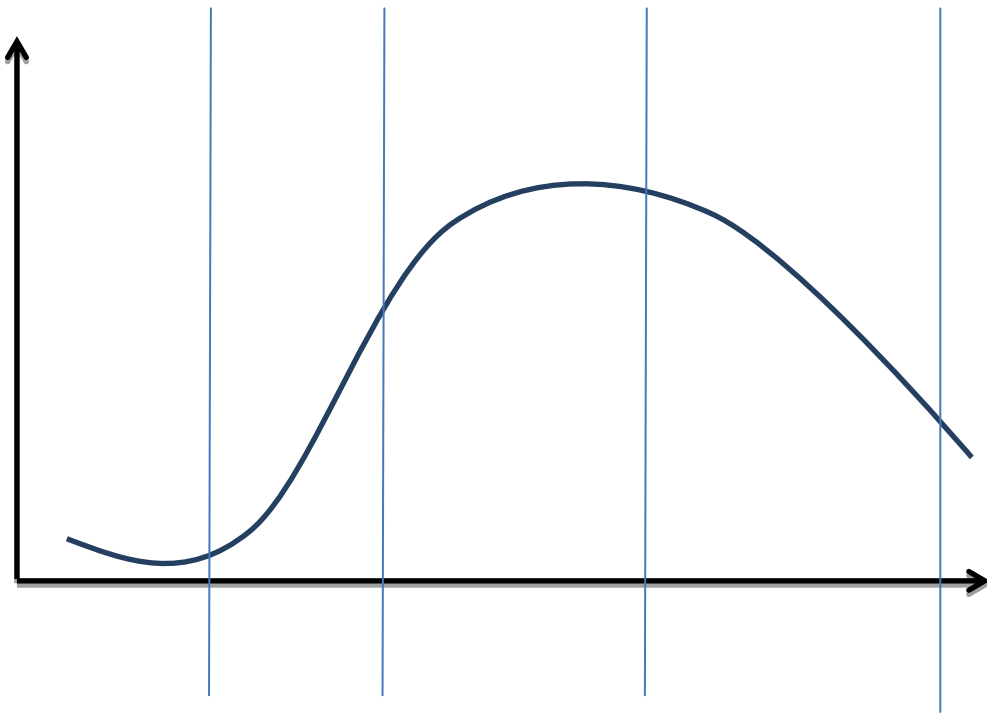
a - assortment list (number of items).

The results of checks for the availability of antipyretic drugs in the assortment of the pharmacy

Assortment list	Test results			
	1	2	3	4
Paracetamol	+	+	+	+
Panadol	+	+	+	+
Fervex	+	—	+	+
Efferalgan	—	+	+	+
Pharmacitron	—	+	+	+
Coldrex	+	+	+	+
Flukold	+	+	—	+
Rinza	—	—	—	+
Gripex	—	+	+	—
Antigrippin	—	+	—	+

Conclusion:

Task 2. Draw the product life cycle and explain the main stages.



Task 3. Describe the types of food market conditions. Present the results in tabular form.

Types of market conditions	Market indicators		
	Prices	Product stocks	indicators of business activity of market entities
Growing			
High			
Falling			

Low			
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Tests:

1. What concept can be described as "... an area of exchange with its characteristic system of economic relations between goods manufacturers and consumers"?
 - A. Marketing
 - B. Sales
 - C. Market
 - D. Agreement
 - E. Management
2. To decrease business risks, a pharmaceutical company decided to expand its activity and penetrate into new market (to open a fitness center). Name this process:
 - A. Diversification
 - B. Intensification
 - C. Conglomeration
 - D. Modernization
 - E. Integration
3. The management plans to open a new pharmacy in one of the local villages. Such activity can be identified as:
 - A. Vertical integration
 - B. Conglomerate diversification
 - C. Growth strategy
 - D. Horizontal integration
 - E. Horizontal diversification

TOPIC 4. COMMODITY AND INNOVATION POLICY OF PHARMACEUTICAL ENTERPRISES.

The purpose of the lesson. To consolidate theoretical knowledge about marketing strategies and tactics, product and innovation policies of pharmaceutical companies.

To acquire practical skills in the analysis and planning of product policy and innovation activities of pharmaceutical companies.

Theoretical questions

1. General concepts of commodity policy, its tasks.
2. Directions for the implementation of the commodity policy of pharmaceutical enterprises.
3. Marketing strategy and tactics of enterprises.
4. Basic models of strategic decision-making: product / Market development matrix (I. Ansoff), competition matrix (M. Porter), growth / market share matrix (Boston Consulting Group matrix - BCG), attractiveness - competitiveness model (McKinsey matrix).
5. Basic strategies of market coverage: undifferentiated marketing, differentiated marketing, concentrated (targeted) marketing.

6. Trademark: concept, main types, functions.
7. Trademark, its role in the formation of the company's image.
8. Brand.
9. Packaging of pharmaceutical goods: main types, functions.
10. Corporate style, its elements.
11. Marking.
12. Bar coding.
13. Innovation policy of pharmaceutical companies.
14. Technological and marketing orientation of innovations in pharmacy.
15. New product in the marketing system.
16. The process of developing a new product: search for ideas; making a sample, conducting market research; large-scale, serial production and market preparation.
17. Fundamentally new (original, innovative) drugs.
18. Medicines-generics, their advantages. Stages of development of a new drug

PRACTICAL AND SITUATION TASKS

Task 1. Describe the width and depth of the pharmacy's range of medicines. Fill in the results obtained in tabular form. Make a conclusion.

Pharmacy product range

The main anatomical groups of drugs	Number of group positions		Depth of product range, A =
	In theory, T	in fact, F	
A – drugs affecting the food system metabolism	1156	448	
B – drugs affecting the blood system and hematopoiesis	279	94	
C – drugs affecting the cardiovascular system	667	376	
D – products used in dermatology	695	275	
G – drugs affecting the genitourinary system and sex hormones	235	195	
H – hormone preparations for systemic use (except for sex hormones)	90	39	
J – antimicrobial agents for systemic use	632	381	
L – antineoplastic and immunomodulating agents	182	27	
M – drugs affecting the musculoskeletal system	328	126	
N – drugs that act on the nervous system	673	307	
P – antiprotozoal drugs	47	15	
R – means that act on the respiratory system	516	472	
S – means that act on the sensory organs	118	59	
V – various means	193	83	
Total:			

conclusion

Task 2. Indicate the main objectives of marketing, taking into account the stage of the drug life cycle

Product's life cycle	The main tasks of marketing

Task 3. Please write the main stages of drug development

Stage	The name of the stage and its relevance for:	
	<i>of the original medication</i>	<i>Generic medication</i>
I		
II		
III		
IV		

Task 4

Give examples of pharmaceutical brands. Group them, taking into account the classification signs and draw up the results in the form of a table.

Classification of pharmaceutical brands

Classification of pharmaceutical brands	Examples
Corporate brand	
Umbrella brand	
Assortment brand	
Individual brand	

Tests:

- When developing a new drug a manufacturer may apply different strategies of brand use. If a company uses one brand name for all of its products, such strategy is called:
 - Group brands
 - Individual brands
 - Brands for individual drugs
 - The combination of brand name with an individual drug brand
 - Multi-brand approach
- A large and well-known company has granted a small independent firm the right to use its trademark and technology so that it could take advantage of authority and customer trust to the well-known brand. Such concept is called:
 - Merchandising
 - Use of dealer's brand
 - Franchising
 - Use of trademark
 - Use of manufacturer's brand

TOPIC 5. PRICE, PRICING, PRICE POLICY OF PHARMACEUTICAL ENTERPRISES.

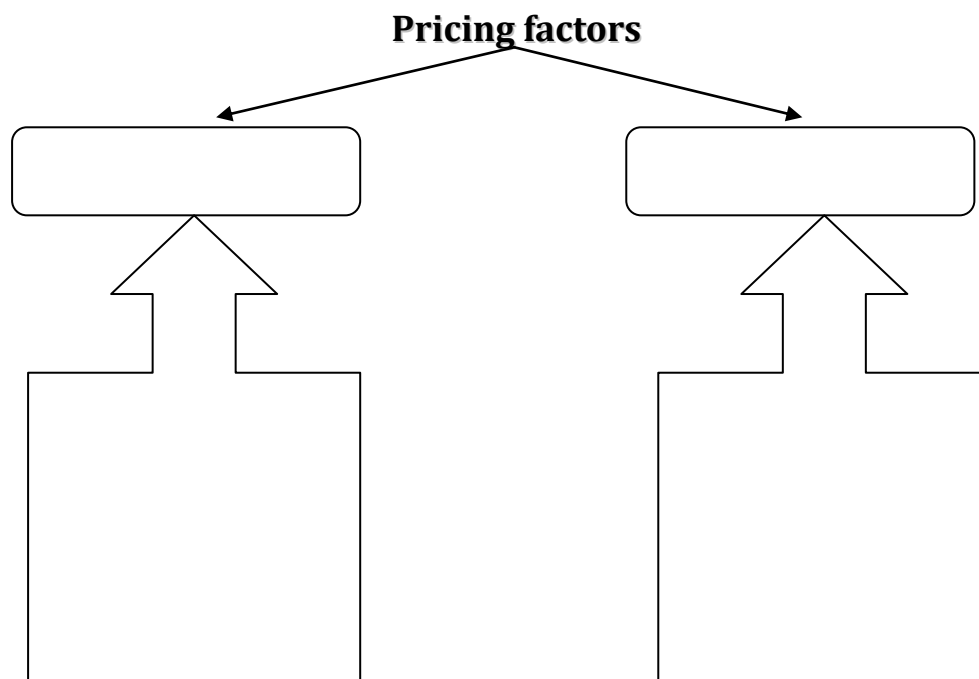
The purpose of the lesson. To consolidate theoretical knowledge about the price as a component of the marketing mix and the pricing policy of pharmaceutical companies. To acquire practical skills in pricing and applying pricing methods, analyzing the pricing policy of pharmaceutical enterprises, determining the elasticity of demand for medicines and medical products.

Theoretical questions

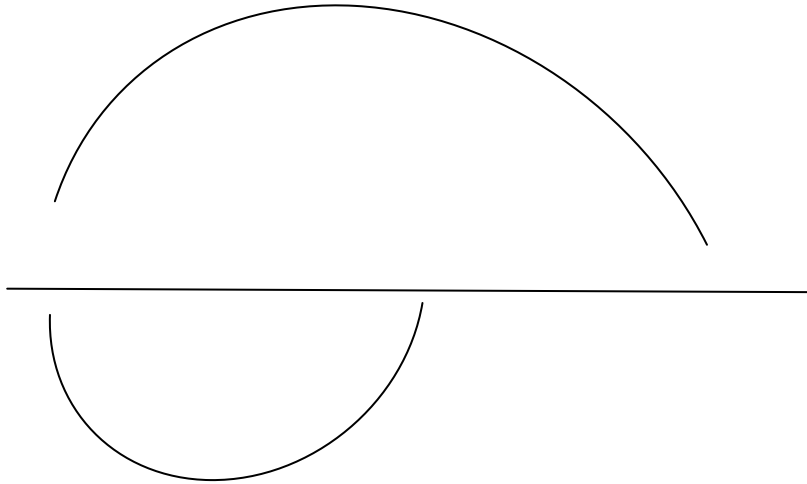
1. Theoretical foundations of market pricing.
2. Description of the price from a marketing standpoint.
3. The main functions of price: accounting, incentive, distribution, function of balancing supply and demand, price function as a criterion for rational allocation of production.
4. Classification of prices. The structure of the manufacturer's wholesale selling price, wholesale price, retail price.
5. Factors of pricing: internal and external.
6. Objectives of pricing of pharmaceutical companies.
7. Types of markets: market of pure competition, market of monopolistic competition, oligopolistic market, market of pure monopoly. Price and non-price competition.
8. Demand, supply and price. The laws of supply and demand. Price elasticity of supply and demand.
9. Factors affecting the elasticity of demand for medicines. Factors affecting the value of the supply of goods. Market equilibrium.
10. Pricing policy of the enterprise. Pricing strategies. process steps pricing.
11. Methods of pricing. Specifics of determining the price of new goods, including new drugs.
12. Methods of direct and indirect state regulation of prices. specificity of state regulation of prices for medicines and medical products.
13. Pricing for medicines in foreign countries.

PRACTICAL AND SITUATION TASKS

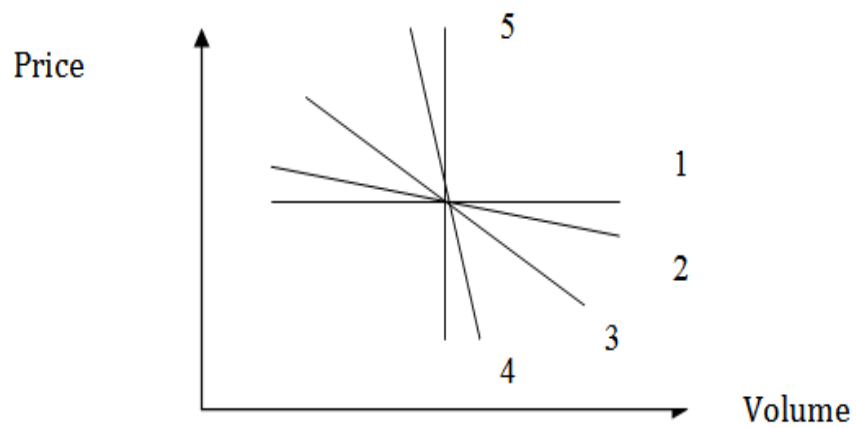
Task 1. Indicate the factors that affect the price



Task 2. Please sketch the price structure



Task 3. Specify the types of demand that are shown in the figure



1 –

2 –

3 –

4 –

5 –

2. The market can be characterized by the following conditions: there are many sellers and buyers, who have no influence over current prices; similar and interchangeable competing goods are available; there are no price limits. What type of market is it?
 - A. Monopolistic competition
 - B. Pure monopoly
 - C. Pure competition
 - D. Oligopoly
 - E. Economic planning

3. Manufacturer's marketing department detected negative demand for a certain goods. What would be the marketing task? What type of marketing should be applied?
 - A. Demand leveling, synchromarketing
 - B. Demand increase, remarketing
 - C. Demand decrease, demarketing
 - D. Demand making, conversion marketing
 - E. Demand stimulation, promotional marketing
4. A pharmaceutical manufacturer sets the price for a drug basing on its prime cost with premium. What model of pricing is it?
 - A. Competitive
 - B. Demand-based
 - C. Cost-based
 - D. Supply-based
 - E. Breakeven

5. A pharmaceutical company lowered its price for a certain drug due to strong competition and decreasing demand for this drug. What is the purpose of such price policy?
 - A. To ensure business survival
 - B. To maximize profits
 - C. To create the image of high-quality medicine manufacturer
 - D. To gain leadership due to high quality of manufactured medicines
 - E. –
6. Pharmaceutical market is in such a situation when there is only one company selling a certain product. Specify the competitive structure of the market:
 - A. Pure competition market
 - B. Pure monopoly market
 - C. Monopolistic competitive market
 - D. Oligopolistic market
 - E. Pure monopoly market and oligopolisticmarket

TOPIC 6. MARKETING ACTIVITIES OF PHARMACEUTICAL ENTERPRISES.

The purpose of the lesson. To consolidate theoretical knowledge and acquire practical skills from the marketing activities of pharmaceutical enterprises, the organization of distribution channels, the use of marketing methods and systems in the distribution of pharmaceutical products, pharmaceutical logistics. To acquire practical skills in organizing a marketing system for pharmaceutical products, analyzing their functions and areas of activity, and the specifics of wholesale and retail trade in medicines.

Theoretical questions

1. The concept of distribution (sales). Sales policy of enterprises. The reasons for the existence and development of sales activities, its tasks.
2. Channels of distribution (sales), their functions. structure of distribution channels.
3. Approaches to the choice of the number of intermediaries at each level of the distribution channel: intensive distribution, distribution on the basis of exclusive rights (Exclusive), selective distribution.
4. Types of intermediaries. Advantages of cooperation between manufacturers of goods and intermediaries. Reasons for using intermediaries in the pharmaceutical market.
5. Management of distribution channels. Reseller selection principles. Efficiency of distribution channels.
6. Types of conflicts arising in distribution channels: vertical, horizontal, multichannel. Ways to resolve conflicts in distribution channels.
7. Methods and systems of marketing. Marketing system for pharmaceutical products in Ukraine.
8. Vertical marketing systems (VMS): corporate (integrated), contractual, managed. Horizontal marketing systems (HMS), multichannel marketing systems (MMS).
9. Wholesale trade: functions, forms. Features of the wholesale trade in medicines. Good Distribution Practice (GDP). Pharmacy warehouses activities, their functions, organizational structure.
10. Retail trade, its functions. Peculiarities of retail trade in medicines. Requirements for pharmacies as retail drug stores.
11. Concept, types and rules of logistics. Functions and principles of logistics. Features of the logistics approach in pharmacy.

PRACTICAL AND SITUATION TASKS

Task 1 On the basis of knowledge of the levels of the structure of traditional distribution channels, the organization of drug supply to the population and health care facilities, indicate the advantages and disadvantages of sales channels

Types of chanal	Advantages	Disadvantages
1. Direct sales according to the "enterprise - end-user "		
2. Selling through an intermediary		

3. Selling through a multi-level system of intermediaries		

Task 2. Give recommendations regarding the width of the distribution channel for the drugs and medical devices presented in the table:

Name	Distribution type	Essence of distribution
Acid acetylsalicylic table. 0.5 g No. 10.		
Lanolin 10 kg in a can.		
Phenazepam table. 1 mg No. 10.		
Isoniazid table. 0.1 g No. 20.		

Two-way Foley catheter with Teflon coating.		

Task 3. What factor can cause the actions of the manufacturer and the wholesale (retail) trade, presented in the table, when promoting a product to the market?

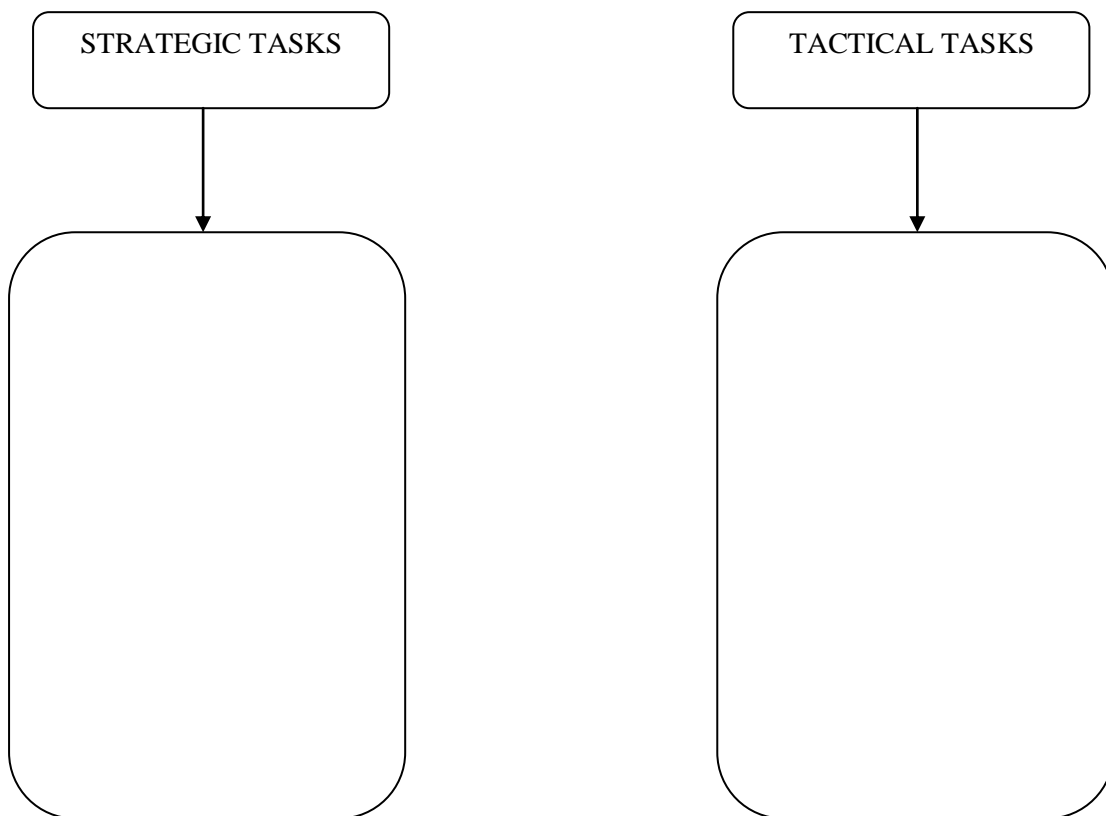
The actions of the manufacturer and trade in the promotion of goods	Factor that caused such actions
1.	2.
1) Manufacturer: Thorough verification, appropriate promotion support. Trade: Providing good shelf and retail space, product enthusiasm, marketing trial assistance	
2) Manufacturer: Prompt acceptance of orders, compliance with deadlines. Trade: Allowing the appropriate delivery time, immediately checking the relevant deliveries	
3) Manufacturer: Providing data to wholesalers and retailers. Trade: Providing data to the manufacturer	
4) Manufacturer: The price set for the wholesale allows them to make a reasonable profit, the dealers are flexible. Trade: Rare sales at prices different from the usual; maintaining a proper image	
5) Manufacturer: Training of sales personnel, its stimulation, development of national advertising campaigns, own advertising campaigns. Trade: Attractive in-store display windows, skilled salespeople, participation in joint programs	
6) Manufacturer: Liberal financial terms. Trading: Compliance with financial conditions	
7) Manufacturer: Product warranty. Trade: Proper installation and maintenance of products	
8) Manufacturer: Collaborative and concrete decision making. Trade: Actions similar to the manufacturer	

Possible factors causing these actions:

1. Delivery;

2. Marketing research;
3. Pricing;
4. Channel control;
5. Promotion;
6. Provision of a new product;
7. Financing;
8. Product quality.

Task 4. Please write the tasks of distribution policy



Tests:

1. A manufacturing enterprise plans to sell a new drug through the corporate chain of pharmacies. What strategy of drug distribution would be used?
 - A. Direct
 - B. Multiechelon
 - C. Flexible
 - D. Horizontal integration
 - E. Vertical integration

2. A pharmacy makes bulk purchases of health and hygiene products. The agent works under a contract with the manufacturer and operates on his account. The agent may be given the exclusive right to sell goods in certain regions. Specify this agent:
 - A. Consignee
 - B. Commission agent
 - C. Wholesale agent
 - D. Broker
 - E. Dealer

3. For better coverage of various markets the "Lubnyfarm" company sells a portion of its production through its own chain of pharmacies, another portion is being sold through distributors, and the third - through pharmacies of another business owners. What marketing system of distribution is applied by this company?
 - A. Horizontal
 - B. Administered
 - C. Corporate
 - D. Multichannel
 - E. Contractual

4. Number of mediators that pharmaceutical goods pass on their way from manufacturer to consumer is called:
 - A. Length of distribution channel
 - B. Level of distribution channel
 - C. Width of distribution channel
 - D. Volume of distribution channel
 - E. –

5. Publicly-owned "Isotope" factory is the only manufacturer of radiopharmaceuticals in Ukraine. What type of distribution is characteristic of radioactive drugs?
 - A. Selective
 - B. Intensive
 - C. Exclusive
 - D. Sample
 - E. Bulk

6. The manufacturing pharmaceutical company "Elema" set up its own corporate pharmacy. In this case, it uses the following distribution channel:
 - A. Third level
 - B. First level
 - C. Second level
 - D. Zero level
 - E. Fourth level

7. A pharmaceutical company "Pharmasvet" has patented and produces now a new hypoglycemic preparation. The company markets this product directly through the own sales departments, affiliated sales companies, pharmacy network. Marketing policy of this pharmaceutical company can be characterized by the channel of the following level:
 - A. Zero level

- B. One-level
- C. Two-level
- D. Three-level
- E. Four-level

TOPIC 7. MARKETING POLICY OF COMMUNICATIONS. ADVERTISING IN THE PHARMACEUTICAL MARKETING SYSTEM.

The purpose of the lesson. To consolidate theoretical knowledge about the communication policy of pharmaceutical organizations. To acquire practical skills in the development of a complex of marketing communications for medicines. To consolidate theoretical knowledge about advertising as the main means of generating demand for pharmaceutical products. acquire practical skills in planning and organizing an advertising campaign and determining the effectiveness of advertising.

Theoretical questions

1. The strategy of pushing and the strategy of attracting the consumer to the product.
2. The complex of marketing communications and its formation.
3. Planning marketing communications.
4. Features of the target audience of pharmaceutical manufacturing and wholesaler enterprises.
5. Features and objectives of the formation of demand for medicines.
6. Means of marketing communications at the stages of life cycle.
7. Advertising and its role in the communication policy of enterprises.
8. The main directions and roles of advertising. The task of product advertising.
9. Classification of advertising, types and means (channels) of advertising.
10. Requirements for advertising.
11. Components of the advertising process.
12. Functions and features of advertising.
13. advertising of medicines. The challenge of advertising in the pharmaceutical industry. Advertising of non-prescription drugs.
14. Packaging of pharmaceutical products as a form of advertising.
15. Regulation of advertising of medicines. Basic ethical criteria for drug promotion WHO.
- 16 WHO requirements for the company's medical representatives.
17. Advertising of medicines for the population and medical workers in EU countries.
18. Peculiarities of regulation of advertising of medicines in Ukraine.
19. Stages of planning and organization of an advertising campaign.
20. Methods for planning an advertising budget.
21. Evaluation of the effectiveness of promotional activities.

PRACTICAL AND SITUATION TASKS

Task 1. Give a comparative description of the main elements of the marketing communications system. Present the results in tabular form.

Marketing communications system for pharmaceutical companies

Item name	Definition	Main characteristics
advertising		

"Public relations"		
personal sale		
sales promotion		

Task 2. Compare the main advantages and disadvantages of the advertising media listed in the table.

Advertising distribution media	Characteristics of funds	
	Advantages	Disadvantages
Radio advertising		
Advertising in the press		
Outdoor advertising		

Task 3. Develop TV commercials for three drugs, the plot of the advertisement for which you did not like. The group is divided into three teams and develops a script for a TV commercial and demonstrates it with the help of available means. The best TV commercial is celebrated.

Task 4

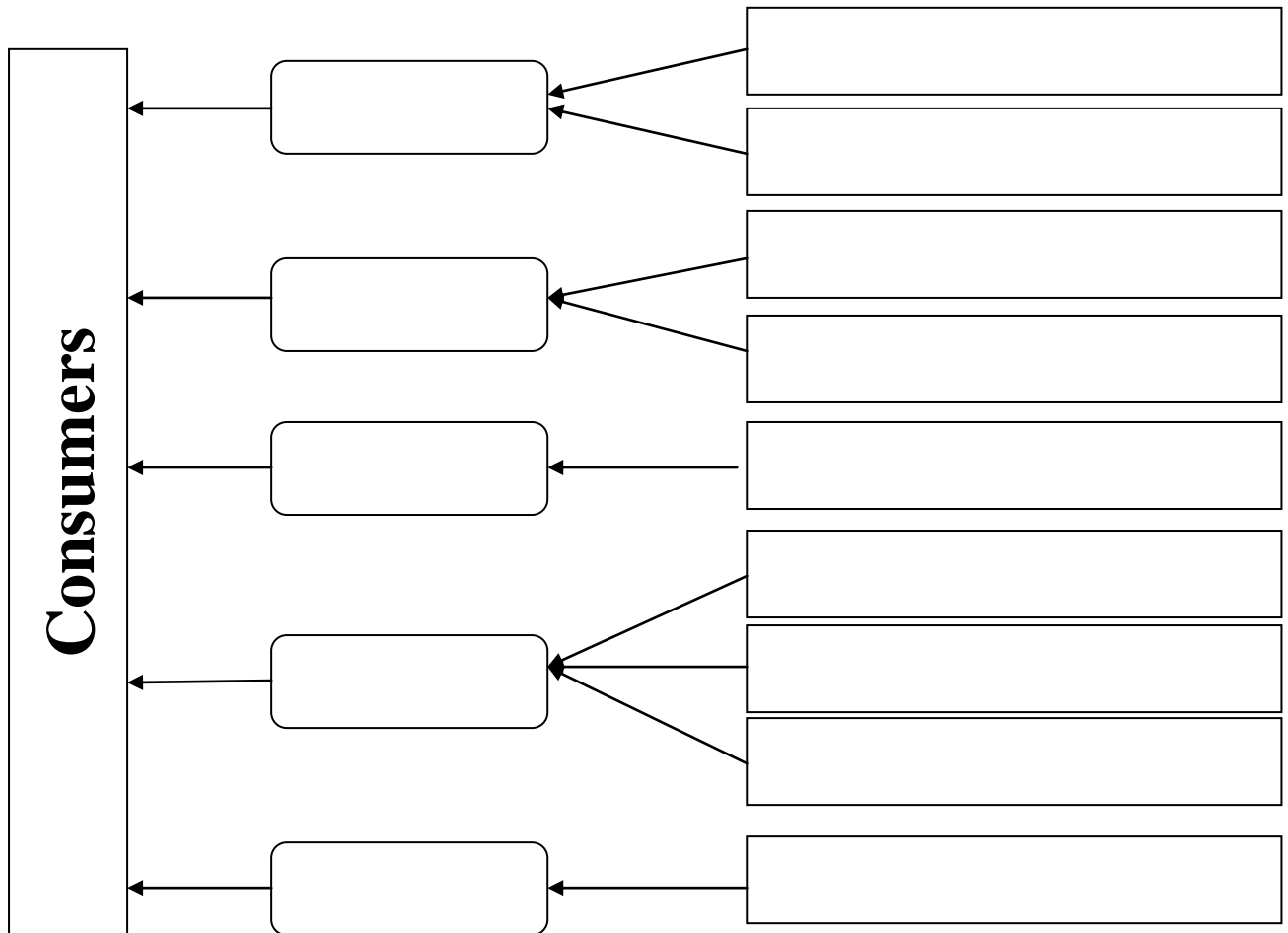
Analyze the main warehouse complex of marketing communications and highlight the positive and negative sides of them.

+	-
Advertising	
Sales promotion	

"Public relations"	

Personal sale	

Task 5. Please develop the model of advertising influence on potential consumer



Tests:

1. Which component of the marketing communication system focuses on creating a positive image of a company?
 - A. Public relations
 - B. Advertising
 - C. Personal sales
 - D. Retail logistics
 - E. Merchandising

2. TV periodically conducts campaigns for young people aimed at popularization of mechanical contraceptives (not indicating concrete trademarks). Such actions are a kind of the following marketing communication:
 - A. Advertising
 - B. Personal sale
 - C. Publicity
 - D. Sale promotion
 - E. Sponsorship

3. Highly convincing approach to informing the population about the company and its products, commercial promotion of high use value of the goods and proper conduct of business by the company, actions intended to prompt purchase of goods by both active and potential customers are all characteristic of:
 - A. Advertisment
 - B. Trademark
 - C. Marketing
 - D. Communications
 - E. Supply

4. To increase its sales, the "Have a good day!" pharmacy introduced a discount system. According to this system if a customer buys 100 UAH worth of medical products, this customer receives 2% discount. What marketing communication has this pharmacy implemented?
 - A. Middlemen-oriented sales promotion
 - B. Personal sale
 - C. Consumer-oriented sales promotion
 - D. Public relations, sponsorship
 - E. Salesmen-oriented sales promotion

5. A pharmacy offers to its customers a chance to measure their blood pressure. What type of goods is it?
 - A. Unsought goods
 - B. Convenience goods
 - C. Nondurable goods
 - D. Specialty goods
 - E. Service

3. For the purpose of sales stimulation a pharmaceutical wholesale company grants its customers a discount according to the social contract and on condition of their loyalty. Specify the type of discount:
- Dealer
 - Seasonal
 - Discounts for quantity of purchased goods
 -
 - Bonus
4. To retain full control over its trade operations on the regional market, the "Fitoprom" pharmaceutical company conducts its marketing policy without any intermediate parties. Name the marketing practice that excludes the middleman:
- Mixed
 - Mediated
 - Direct
 - Combined
 - Indirect

TOPIC 9. MARKETING RESEARCH AND INFORMATION

The purpose of the lesson. To consolidate theoretical knowledge about the directions, planning and organization of marketing research, marketing information systems, types and methods of collecting pharmaceutical commercial information. To acquire practical skills in organizing marketing research, collecting, organizing and processing marketing information, developing a questionnaire.

Theoretical questions

- Purpose, objects and methods of marketing research.
- The main directions of marketing research. Macro- and microenvironment factors.
- Research methods in marketing.
- Stages of marketing research.
- The value of pharmaceutical marketing information.
- Directions of information marketing activities in the pharmaceutical industry.
- General requirements for marketing information.
- Principles of formation of marketing information at pharmaceutical enterprises.
- Sources and structure of marketing information at the enterprise.
- Marketing information system (MIS), structure and principles of operation.
- pharmaceutical information marketing systems. Decision support subsystem, CRM systems (customer relationship management).
- Methods of analysis of marketing information.

PRACTICAL AND SITUATION TASKS**Task 1.** Please, write characteristic of secondary and primary information

Type of information	Advantages	Disadvantages
Primary - _____ _____ _____ _____		
Secondary - _____ _____ _____ _____		

Task 2

In order to make a decision on the purchase of equipment for the production of medicines in gelatin capsules, a pharmaceutical enterprise needs to conduct marketing research of the structure of the pharmaceutical market, determine the degree of filling the market with medicines in capsules and determine the development trends of this market.

Develop and place in a logical sequence the structure of the step-by-step marketing research:

Stage No.	Stages of marketing research
	collection, systematization and analysis of secondary information within the framework of a specific problem
	justification of the feasibility of the study
	determination of the specific goal and objectives of the study
	formation of a research plan based on the factors that determine it
	adjusting sections of the research plan focused on obtaining primary information
	conducting research and collecting primary data
	preparation and submission of a report with the final results of the study
	description and formulation of the research problem (definition of the research subject)
	systematization and analysis of the data obtained
	evaluation of the results of the activities carried out based on the research carried out ("feedback")
	processing of the received data, formulation of conclusions and results
	use of research results
	evaluation of the results of the activities

Task 3

Imagine that you are working as a marketer of the drugstore chain "Lecture" and you had commissioned to conduct marketing research, the purpose of which is to determine the attitude of visitors to pharmacies to the brand of this pharmacy chain.

Develop a marketing research program and describe the stages of its implementation. Fill out the results obtained in the form of a table.

Marketing Research Program

Research phase	Content of the research phase

Tests:

1. A "Sunrise" pharmacy chain has changed the placement of medical products on its shelves and in the shop windows, to study what effect would this merchandising tactics have on the sales amount. What method of marketing research was used by this pharmacy chain?
 - A. Experiment
 - B. Panel
 - C. Survey
 - D. Observation
 - E. –

2. A pharmaceutical company conducted an age-specific segment analysis of the regional antihistamine market. It revealed the lack of antihistamines for children. The company will consider this segment as:
 - A. Unattractive segment
 - B. Market niche
 - C. Market share
 - D. Segment requiring further research
 - E. Market door

3. An employee of a pharmaceutical company has been commissioned with marketing research on the regional market of antiarrhythmic drugs. What stage of research would he prefer in the first place?
 - A. Collection of primary information
 - B. Analysis of primary information
 - C. Preparation of report
 - D. Collection and analysis of secondary information
 - E. Submission of report

4. The relationships between the demand, supply and price level is studied within the following field of complex market research:
 - A. Studies of market and product requirements
 - B. Analysis of market segmentation
 - C. Studies of market structure of companies
 - D. Analysis of sociopsychological features of buyers
 - E. Studies of economic environment

5. A regional medical representative of a foreign company uses the data derived from periodicals and reference and statistical materials in order to characterize the territorial pharmaceutical market. What kind of market research is based upon these sources?
 - A. Desk studies
 - B. Field studies
 - C. This method does not apply to research
 - D. All answers are correct

6. Marketing research of certain pharmaceutical groups involves collection and analysis of primary information. This is the following type of marketing research:
 - A. Armchair research
 - B. Field research
 - C. Research of drug market
 - D. Research of drug consumers
 - E. Research of marketing network of pharmaceutical market

7. A dispensing chemist makes a research into the pharmaceutical market. For this purpose he uses scientific publications and statistical data. What type of marketing research is it?
 - A. Survey
 - B. Field research
 - C. Observation
 - D. Theoretical research
 - E. Panel research

The list of questions for the exam in the discipline "Management and Marketing in Pharmacy"

1. Meaning and concept of management. The evolution of management theory. Trends in management theory of the late XX and early XXI century.
2. Features of management in pharmacy.
3. Management approaches. Management process. Management levels
4. Management of the pharmaceutical system at the present stage.
5. Foreign management models: American, Japanese and European.
6. The concept of organization in the theory of management.
7. Internal variables of pharmaceutical enterprises and their relationship.
8. Goals and objectives of pharmaceutical and pharmaceutical companies.
9. Organization structure. Technology.
10. People. The main aspects of the human variable and individual personality characteristics.
11. The external environment of the organization. General characteristics of the environment
12. Factors of direct action of the external environment. The environment of the organization of indirect action.
13. The influence of external factors on the activities of pharmaceutical enterprises.
14. The environment of pharmaceutical organizations operating internationally.
15. Components of successful activity of a pharmaceutical organization.
16. Effective labor organization in pharmacy enterprises.
17. The activities of the head. Requirements for a successful manager. Self-management.
18. Functions and organization of work of the pharmacy manager.
19. The system of management methods. Methods of direct and indirect effects.
20. Classification of the power forms.
21. Leadership. Approaches to the concept of the essence of leadership.
22. Socio-psychological styles of management teams of pharmaceutical enterprises and pharmacies.
23. Planning as a management function. Strategic planning, its essence and stages. Types of strategic alternatives. The concept of tactics, policies, procedures, rules. Quantitative and qualitative criteria for evaluating the strategic plan.
24. Organizational process. Types of organizational structures.
25. Procedural theories of motivation. Motivation in the system of pharmaceutical and pharmaceutical enterprises.
26. Essence, types and stages of control of the organization. Components of successful control.
27. The characteristics of management decisions and requirements for management decisions. Stages of adoption and implementation of management decisions.
28. Delegation of authority and responsibility.
29. The concept and types of communications. The main elements and stages of the communicative process. Obstacles in communications and ways to overcome them.
30. Forms and organization of business communication. The specifics of the business communication pharmacist (pharmacist) with the client.
31. Concepts, purpose and classification of documents as a source of management information.
32. The role of office management. Document management of pharmaceutical organizations.
33. The stages of workflow: the preparation and execution of business papers, their registration and control of execution.
34. Modern technical means in management. Management and computer science.

35. Types, forms and features of entrepreneurial activity in pharmacy.
36. Principles and organizational forms of entrepreneurship, state registration and licensing. Stages of the organization of a pharmaceutical (pharmacy) enterprise.
37. State regulation and business deregulation.
38. Business Planning. The business plan of the pharmaceutical organization.
39. Entrepreneurial risk and ways to reduce it.
40. Characteristics of the workforce staff of the organization. Employment problems of personnel.
41. Human resource management. Controlling staff. Staff marketing.
42. Training of pharmaceutical personnel in Ukraine, advanced training of pharmacists.
43. Group dynamics in the system of pharmaceutical and pharmacy enterprises.
44. Conflict management: the concept of conflict and its causes, types of conflicts and methods of managing them.
45. Changes within the organization and management. The nature of stress, its means of reducing
46. The code of laws of Ukraine on labor.
47. Collective bargaining agreement. Employment contract. The contract.
48. Working time and rest time. Legal wage regulation. Warranty and compensation payments.
49. Labor protection of employees of pharmaceutical enterprises.
50. Legal regulation of women's labor and youth work.
51. Individual labor disputes.
52. Labor relations in foreign countries.
53. Evaluation of the organization. Indicators of solvency and business activity of the enterprise.
54. The effectiveness of the management of the organization. Criteria and approaches to assessing the effectiveness of management.
55. The meaning of marketing in modern conditions. Definition and main components of marketing. Features of pharmaceutical marketing.
56. The main elements of the marketing mix. Principles of marketing. Marketing functions. Types, subjects and objectives of pharmaceutical marketing.
57. The marketing environment of the enterprise.
58. The market as an object of marketing. The main elements of the market.
59. State, structure and trends of the pharmaceutical market. Socio-economic aspects of the pharmaceutical market.
60. Pharmaceutical marketing management. Planning marketing activities of the enterprise.
61. Marketing concepts. The concept of social and ethical marketing in pharmacy.
62. The organizational structure of marketing services: models and stages of organization. Tasks and functions of the pharmaceutical marketing service.
63. Study of the drug market. Content and focus of comprehensive market research. Quantitative characteristics of the market.
64. Market segmentation. Requirements for market segments. Feature segmentation of drug users.
65. Target market, "market window" and "market niche".
66. Consumer research and drug consumption typology. Factors influencing consumer behavior.
67. Characteristics of the concepts of "need", "demand", "consumption".
68. Research on drug consumption.
69. Methods for determining the need for medicines.
70. The study of supply and demand of goods. Types of demand. The demand for drugs.
71. Product marketing concept. Product classification. Classification of medicines, medical products.
72. The consumer value of the goods. Consumer properties of drugs.

73. Product life cycle. Stages of the product life cycle and their characteristics. Marketing activities of a pharmaceutical company at the stages of product life cycle.
74. Product positioning. Criteria for drug positioning.
75. Competitiveness of goods.
76. Product range, its main characteristics. Commodity nomenclature.
77. Formation of the product range of industrial and commercial enterprises. Features of the formation of the range of medicines of pharmaceutical enterprises.
78. Threefold concepts of commodity policy, its objectives.
79. Marketing strategy and tactics of enterprises.
80. The main models of strategic decision making. Basic strategies for market coverage.
81. Trademark. Trademark. Brand Pharmaceutical packaging. Form style.
82. Innovative policy of pharmaceutical enterprises.
83. New product in the marketing system. The process of developing a new product.
84. Original (innovative) drugs. Generic drugs, their benefits. Stages of development of a new drug.
85. Theoretical foundations of market pricing. Characteristics of the price with the position of marketing. The main features of the price. Price classification.
86. Pricing factors.
87. Types of markets. Price and non-price competition.
88. Price elasticity of supply and demand. Factors affecting the elasticity of demand for medicines.
89. Pricing policy of an enterprise: strategies, goals, methods. Stages of the pricing process.
90. Methods of direct and indirect state regulation of prices in Ukraine. Features of drug pricing.
91. The concept of commodity distribution (sales). Sales policy of enterprises.
92. Channels of commodity distribution (sales), their functions. The structure of channels of commodity distribution, their effectiveness.
93. Benefits of cooperation of producers of goods with intermediaries. Reasons for using intermediaries in the pharmaceutical market.
94. Channel management. Types of conflicts arising in the channels of commodity distribution and ways to resolve them.
95. Methods and systems of marketing. Vertical Marketing Systems.
96. The marketing system of pharmaceutical products in Ukraine.
97. Wholesale trade: functions, forms. Features of the wholesale trade in medicinal products. Proper Distribution Practices.
98. The activities of pharmacy warehouses, their functions, organizational structure.
99. Retail trade, its functions. Features of the retail trade of drugs. Requirements for pharmacies as retail drug dealers.
100. The concept, types and rules of logistics. Functions and principles of logistics.
101. Pushing strategy and strategy of attracting consumers to the product.
102. The complex of marketing communications and its formation. Marketing communications planning.
103. Features and objectives of the formation of demand for medicines.
104. Means of marketing communications at the stages of life cycle technology.
105. Advertising: Directions and Roles in the Communicative Policy of Enterprises
106. Advertising classification, functions, types and means (channels) of advertising. Requirements for advertising. The components of the advertising process.
107. Features and objectives of advertising in the pharmaceutical industry. Advertising OTC drugs.

108. The main ethical criteria for the promotion of drugs by WHO. WHO requirements for medical representatives of the company. Advertising of medicines for the public and medical workers in the EU.
109. Features of the regulation of advertising drugs in Ukraine.
110. The stages of planning and organizing an advertising campaign. Methods of planning an advertising budget. Evaluation of the effectiveness of promotional activities.
111. Sales promotion of pharmaceutical goods. Objects of incentives. Aims and means of sales promotion for pharmaceutical buyers, intermediaries and sellers. Monitoring and evaluation of sales promotion results.
112. Personal sale, its benefits. Stages of the effective sales process.
113. Presentation: approaches to the conduct, the main objectives and principles.
114. The role of resellers and medical (pharmaceutical) representatives in promoting goods.
115. Network and direct marketing. Branding
116. The concept and essence of public relations. Goals, main functions and principles of public relations.
117. Merchandising in pharmacies.
118. Purpose, objects and methods of marketing research. The main directions and stages of marketing research.
119. The value of pharmaceutical marketing information. Directions of information marketing activities in the pharmaceutical industry.
120. General requirements for marketing information. Principles of formation of marketing information in pharmaceutical enterprises.
121. Marketing information system, structure and principles of operation. Features of pharmaceutical information marketing systems.
122. Marketing control system. The goal, the main objects, components, directions and stages of marketing control in the enterprise.
123. Strategic control and marketing audit. Components of marketing audit. Stages of marketing audit (audit).
124. Essence, specificity and main functions of marketing. The task of international marketing in the field of pharmacy. Stages of formation of the international marketing policy of the national company.
125. The marketing environment. Forms, methods and feasibility of access of pharmaceutical enterprises to foreign markets.
126. Strategies for international marketing, the stages of its development.
127. Marketing research of foreign markets: stages, typology and methods
128. Commodity policy of international firms, its types. International marketing complex.
129. Pricing policy in the marketing system.
130. The policy of product distribution in international marketing. The main types and methods of distribution of goods in international marketing.
131. Promotion of medicines in the international market. The peculiarity of the promotion of prescription and OTC drugs in foreign markets.
132. The main directions of management of international marketing.
133. Marketing control.

List of educational and methodological literature:

1. Management and marketing in pharmacy. Working book (recommendations for practical class). P.II. Marketing in pharmacy // Z.M. Mnushko, I.V. Pestun, I.V. Sofronova and others. – Kharkiv: NUPh, 2015. – 66 p.
2. Management and marketing in pharmacy. Working book (recommendations for practical class). P.I. Management in pharmacy // Z.M. Mnushko, I.V. Sofronova, I.V. Pestun, and others. – Kharkiv: NUPh, 2015.- 62 p.
3. Management and marketing in pharmacy: tests for training students for standardized test exam «Крок-2» / V.V. Maliy, I.V.Sofronova, I.V.Timanyuk, S.V. Zhadko, M.M. Kobets, Yu.M. Kobets, I.V. Bondareva .- Kh.: NUPh, 2015.- 120.
4. Management and marketing in pharmacy: Workbook for independent work of students (tests with explanations) / Z.M. Mnushko, I.V. Pestun, I.V. Sofronova and others.— Kharkiv: NUPh: Golden Pages, 2011. — 128 p.
5. Reporting Program on the Practical Training of Foreign Students, passing practice in their Native Country; edited by Z.N. Mnushko -Kharkiv. NUPh., 2012. – 18 p.
6. Reporting Program on the Practical Training of Foreign Students, passing practice in Kharkiv; edited by Z.N. Mnushko – Kharkiv. 2012. – 18 p.