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

Department *of Organization and Economics of Pharmacy*

 CONFIRMED by  
Vice-rector for scientific and pedagogical work  
Eduard BURIACHKIVSKYI  
September 1<sup>st</sup>, 2023

**WORKING PROGRAM OF THE DISCIPLINE**  
**INTERNATIONAL MARKETING IN PHARMACY**

**Level of higher education:** second (master's degree)

**Field of knowledge:** 22 "Health care"

**Specialty:** 226 "Pharmacy, industrial pharmacy"

**Educational and professional program:** "Pharmacy, industrial pharmacy"

The working program is compiled on the basis of the educational and professional program "Pharmacy, industrial pharmacy" for the training of specialists of the second (master's) level of higher education in the specialty 226 "Pharmacy, industrial pharmacy" of the field of knowledge 22 "Health care", approved by the Academic Council of ONMedU (minutes No. 8 dated 29/06/2023).

Authors:

Doctor of Pharm. Sc., Prof. Liana UNHURIAN

PhD in Pharmacy, Assoc. prof. Oksana BIELIAIEVA

Senior teacher Oksana STEPANOVA

Senior teacher Khrystyna VOLOSHCHUK

The working program is approved at the meeting of the department of Organization and Economics of Pharmacy  
Minutes No. 1 dated 28/08/2023.

Head of the department



Oksana BIELIAIEVA

Approved by the guarantor of the educational and professional program



Liana UNHURIAN

Approved by the subject-cycle methodological commission for pharmacy's disciplines of ONMedU  
Minutes No. 1 dated 29.08 2023

Head of the subject-cycle methodological commission for pharmacy's disciplines of ONMedU



Natalia FIZOR

Revised and approved at the meeting of the department of Organization and Economics of Pharmacy with post-diploma specialization

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Head of the department



Oksana BIELIAIEVA

Revised and approved at the meeting of the department of \_\_\_\_\_

Minutes No. \_\_\_\_\_ dated \_\_\_\_\_ / \_\_\_\_\_ / 20\_\_\_\_.

Head of the department \_\_\_\_\_

## 1. Description of the Discipline

Name of indicators	Field of knowledge, specialty, specialization, level of higher education	Characteristics of the discipline
		Full-time education, selective discipline
		Year of training: 4
		Semesters VIII
Credits: 3 Hours: 90 Content modules: 1	Branch of knowledge <u>22 "Health care"</u>	Lectures (0 hours)
		Seminars (0 hours)
	Specialty <u>226 "Pharmacy, industrial pharmacy"</u>	Practical (30 hours)
		Laboratory (0 hours)
	Level of higher education <u>second (master's degree)</u>	Independent work (60 hours)
		Final control -test

## 2. The Purpose and Objectives of the Discipline, Competencies, and Program Learning Outcomes.

**Purpose:** formation of a system of theoretical knowledge about the modern concept of international marketing, conditions, mechanisms and tools of its use in the activities of enterprises.

### Objectives:

1. Study of the essence and features of key categories of international marketing, methodology of marketing research, methods of implementing the main management functions in order to ensure the effective functioning of the enterprise in foreign markets; mastering the methodological tools of marketing analysis of the strategic positions of the enterprise;
2. Mastering the skills of the procedure for conducting a systematic and continuous analysis of: the state and trends of global and regional commodity markets; external and internal market environment of enterprises; the role of communication processes in ensuring market positions and creating competitive advantages of the enterprise in foreign markets; models of enterprises entering foreign markets
3. Substantiation, formation of an effective international marketing complex; acquisition of skills in the formation, implementation and evaluation of the effectiveness of international marketing strategies, models and marketing programs of the enterprise.

The process of studying the discipline is aimed at forming elements of the following competencies:

#### - General (GC):

- GC02. Knowledge and understanding of the subject area and understanding of professional activities.
- GC09. Ability to use information and communication technologies.
- GC10. Ability to act socially responsibly and consciously.
- GC11. Ability to apply knowledge in practical situations.

#### - Professional (PC):

- PC02. Ability to collect, interpret and apply data necessary for professional activities, research and implementation of innovative projects in the field of pharmacy.
- PC03. Ability to solve pharmacy problems in new or unfamiliar environments in the presence of incomplete or limited information, taking into account aspects of social and ethical responsibility.
- PC14. Ability to analyze and predict the main economic indicators of pharmacy institutions, to calculate the main taxes and fees, to form prices for medicines and other goods of the pharmacy assortment in accordance with the current legislation of Ukraine
- PC18. Ability to organize and carry out general and marketing management of assortment, product innovation, pricing, sales and communication policies of pharmaceutical market participants based

on the results of market research and taking into account market processes at the national and international levels, to manage risks in the pharmaceutical supply system.

PC23. Ability to develop, implement and apply management approaches in the professional activities of pharmacies, wholesale and intermediary, manufacturing enterprises and other pharmaceutical organizations, to argue the principles of HR management and self-management, to demonstrate leadership skills.

**Program learning outcomes (PLO):**

PLO01. To have and apply specialized conceptual knowledge in the field of pharmacy and related fields, taking into account modern scientific achievements.

PLO02. To critically comprehend scientific and applied problems in the field of pharmacy.

PLO21. Ensure competitive position and effective development of pharmaceutical organizations, including taking into account the results of market research and market processes at the national and international levels.

**As a result of studying the academic discipline, the student of higher education must:**

**- know:**

- content and functions of the marketing concept of international marketing management;
- structure, principles and methods of international marketing management;
- differences and characteristics of international marketing;
- theoretical and practical approaches to identifying sources and mechanisms for ensuring the competitiveness of Ukrainian companies in world markets;
- peculiarities of organizing and conducting marketing research in foreign markets.
- methods of realization of knowledge in solving practical issues;
- commodity policy of international companies;
- pricing policy in the system of international marketing;
- product distribution policy in international marketing;
- promotion of medicines in the foreign market;
- features of advertising of medicines in different countries of the world;
- principles of international marketing management;
- structure and features of professional activity;
- elements of industrial and social adaptation; factors of successful adaptation to the new environment;
- in-depth knowledge of information and communication technologies used in professional activities;
- foreign language at the professional level;
- basics of the system of law and pharmaceutical legislation; basic mechanisms of state regulation of pharmaceutical activity; principles of organization of pharmaceutical care to the population;
- basic principles of organization of pharmaceutical provision of the population; legal and ethical norms of pharmaceutical activity.
- efficiency of the enterprise;
- characteristics of the international pharmaceutical marketing environment;
- directions of development of product, pricing, sales and communication international marketing policies;
- organization of work of representative offices of foreign pharmaceutical companies.

**- be able to:**

- use marketing research tools;
- analyze the state and trends of the world market and the internal potential and capabilities of the company to enter the foreign market;
- take into account aspects of the international business environment in the implementation of marketing activities;
- understand the specifics of different ways of penetrating foreign markets, know their

- advantages and disadvantages;
- identify the main information sources for further use;
  - develop international marketing programs and evaluate their effectiveness;
  - develop measures to increase the competitiveness of goods and companies in foreign markets;
  - to segment the international market by demographic, psychographic and other characteristics of morbidity, profile of medical and health care services;
  - analyze the availability of medicinal products in a particular market segment by assortment and price characteristics, by manufacturing companies, determine their competitiveness, and prepare summary analytical tables;
  - conduct international marketing research and use their results for general and marketing management of pharmaceutical organizations
  - apply methods and forms of entering the international pharmaceutical market;
  - to know the peculiarities of developing a complex of international pharmaceutical marketing and the peculiarities of the activities of representative offices of foreign pharmaceutical companies and the organization of work of their representatives

### **3. Content of the discipline**

**Topic 1: The essence of international pharmaceutical marketing.** Characteristics of the global pharmaceutical market. Features and main objectives of international pharmaceutical marketing. The essence of proactive and reactive motives for pharmaceutical companies to enter the international market. Directions of state regulation of foreign economic relations. Features of the economic, political, legal and cultural environment of international pharmaceutical marketing. The role of trade agreements, customs unions, international approvals, consumer organizations. International rules of interpretation of commercial terms "Incoterms".

**Topic 2. Methods and forms of entering the international pharmaceutical market.** The main methods of entering the foreign pharmaceutical market. Directions of organization of joint pharmaceutical enterprises. Characteristic features of the main indicators of foreign market entry models. Forms of implementation of international pharmaceutical marketing. Concepts of international pharmaceutical marketing. Features of marketing planning of an international pharmaceutical company. Principles of international market segmentation. Approaches to organizing the marketing service of an international pharmaceutical company.

**Topic 3. International marketing complex: product, pricing and communication policy.** Types of international marketing complex. Stages of standardization of the international marketing complex. Theory of the product life cycle in international marketing. Stages of drug development in the global pharmaceutical market. The process of developing international pricing policy. The role and results of public administration in regulating prices in foreign markets. The essence and classification of falsification of medicines and the causes of its occurrence.

**Topic 4. Principles of commodity distribution in international marketing.** Features of international distribution channels. Directions of horizontal integration in the international pharmaceutical market. Characteristic features of vertical integration and diversification in the international pharmaceutical market. The essence of the organization of sales logistics by international pharmaceutical companies. Transportation of medicines abroad. Directions and approaches to the promotion of medicines in the international market. Peculiarities of regulation of advertising of medicines for the population in the EU countries.

**Topic 5. Representative offices of pharmaceutical companies are an important player in the**

**international pharmaceutical market.** Features of the structure, principles and methods of work of pharmaceutical representative offices. Staffing of representative offices of pharmaceutical companies. Directions of adaptation of representative offices to the conditions of the domestic pharmaceutical market. Collection and analysis of information required by a medical representative. Characteristic features of personal sales carried out by a medical representative. Evaluation of the effectiveness of medical representatives. International marketing of transnational pharmaceutical corporations

#### 4. The structure of the academic discipline

Topic name	Total	Number of hours				
		Including				
		lectures	seminars	practical classes	lab classes	ISW
Topic1. The essence of international pharmaceutical marketing	18		-	6	-	12
Topic2. Methods and forms of entering the international pharmaceutical market	18		-	6	-	12
Topic3. International marketing complex: Product, pricing and communication policy	18		-	6	-	12
Topic4. Principles of product distribution in international marketing	18		-	6	-	12
Topic5. Representative offices of pharmaceutical companies - an important subject of the international market. Test	18		-	6	-	12
<b>Total</b>	<b>90</b>		-	<b>30</b>		<b>60</b>

#### 5. Topics of lectures / seminars / practical / laboratory classes

##### 5.1. Topics of lectures

Lectures are not provided

##### 5.2. Topics of seminar classes

Seminar classes are not provided

##### 5.3 Topics of practical classes

No	Topic name	Hours
1.	Topic 1: Practical class 1. The essence and forms of international marketing	2
2.	Topic 1: Practical class 2.	2

	Motives for a pharmaceutical company to enter international markets.	
3.	Topic 1: Practical class 3. Features of the marketing environment in the pharmaceutical industry	2
4.	Topic 2. Practical class 4. International marketing research in pharmacy	2
5.	Topic 2. Practical class 5. Principles of segmentation of the international pharmaceutical market.	2
6.	Topic 2. Practical class 6. The main methods of entering the foreign pharmaceutical market.	2
7.	Topic 3. Practical class 7. International marketing complex: product policy, its types. Theory of the product life cycle.	2
8.	Topic 3. Practical class 8. International marketing complex: pricing policy in the marketing system	2
9.	Topic 3. Practical class 9. The role and results of public administration in regulating prices in foreign markets. Current test control №1	2
10.	Topic 4. Practical class 10. Policy and principles of product distribution in international marketing.	2
11.	Topic 4. Practical class 11. Sales promotion in international marketing	2
12.	Topic 4. Practical class 12. International marketing communications.	2
13.	Topic 5. Practical class 13. Promotion of medicines in the international pharmaceutical market.	2
14.	Topic 5. Practical class 14. Principles and methods of work of representative offices of pharmaceutical companies.	2
15.	Topic 5. Practical class 15. International marketing of transnational pharmaceutical corporations. Current test control №2. Test	2
	<b>Total</b>	<b>30</b>

*. Topics of laboratory classes*

Laboratory classes are not provided.

### **6. Independent work of a student of higher education**

No	Title of the topic / types of tasks	Number of hours
1.	Topic 1. Preparation for practical classes 1-3	12
2.	Topic 2. Preparation for practical classes 4-6	12
3.	Topic 3. Preparation for practical classes 7-9	12
4.	Topic 4. Preparation for practical classes 10-12	12
5.	Topic 5. Preparation for practical classes 13-15	12
	<b>Total</b>	<b>60</b>

### **7. Teaching methods**

**Practical classes:** conversation, role-playing games, solving situational problems, cases, solving calculation problems, practicing practical skills, performance of individual tasks.

**Independent work:** independent work with recommended basic and additional literature,

with electronic information resources

**8. Forms of control and assessment methods  
(including criteria for evaluating learning outcomes)**

**Current control:** oral survey, control written works, evaluation of individual assignments, defense of the results of practical works, evaluation of reports, evaluation of activity in the class, testing (pen-and-paper or computerized), evaluation of required skills

**Final control:** Test

**Evaluation of the current educational activity in a practical class:**

1. Evaluation of theoretical knowledge on the topic of the class:
  - methods: survey, solving a situational clinical problem;
  - the highest grade available is 5, the lowest passing grade is 3, the failing (unsatisfying) grade is 2.
2. Evaluation of practical skills on the subject of the class:
  - methods: standardized and include control of vocabulary, grammar, and communication skills;
  - the highest grade available is 5, the lowest passing grade is 3, and the failing (unsatisfying) grade is 2.

The grade for one practical class is the arithmetic mean of all components and can only be a whole number (5, 4, 3, 2), which is rounded according to the statistical method.

**Current Evaluation Criteria at Practical Classes**

<b>Rating</b>	<b>Evaluation criteria</b>
Excellent "5"	The higher education student is fluent in the material required, demonstrates versatile and deep knowledge of the program material, can perform the tasks provided for in the program successfully; has mastered the content of the required and additional literature, and has realized the interrelationship of individual sections of the discipline and their importance for the future profession; has demonstrated creative abilities in understanding and using educational program material and the ability to update and replenish knowledge independently; level of competence - high (creative);
Good "4"	The HE student has demonstrated complete knowledge of the educational program material, successfully performs the tasks provided by the program, has mastered the basic literature recommended by the program, and is capable of independent updating and renewal in the course of further education and professional activities, but makes minor mistakes, which are eliminated by the student him/herself when the examiner points them out; the level of competence is sufficient (constructive and variable);
Satisfactory "3"	The HE student does not have sufficient knowledge but knows the fundamental curriculum material to the extent necessary for further education and subsequent work in the profession; copes with the tasks provided by the program, makes some mistakes in the answers at the exam and when completing the exam tasks, but has the necessary knowledge to overcome the mistakes made under the guidance of a scientific and pedagogical worker; level of competence - average (reproductive);
Unsatisfactory "2"	The HE student does not acquire knowledge of program material, makes fundamental mistakes in the assignments provided by the program, cannot use the knowledge in further studies on their own, did not manage to master the skills of independent work; the level of competence is low (receptive-productive)

A test is awarded to an applicant who has completed all the tasks of the work program of the



discipline, actively participated in practical classes, completed and defended an individual assignment and has a current average grade of at least 3.0 and has no academic debt.

The test is taken: at the last class before the start of the examination session - in the case of the tape system of education, at the last class - in the case of the cycle system of education. The grade for the test is the arithmetic mean of all components on a traditional four-point scale and has a value that is rounded according to the statistical method with two decimal places.

### 9. Distribution of points received by applicants for higher education.

The obtained grade point average in the discipline for students who have successfully completed the work program of the discipline is converted from the traditional four-point scale to points on a 200-point scale, as shown in the table:

**Table of conversion of traditional grade into a multi-point scale**

<b>Traditional four-point scale</b>	<b>200-Point Grading Scale</b>
Excellent ("5")	185 - 200
Good ("4")	151 - 184
Satisfactory ("3")	120-150
Unsatisfactory ("2")	Below 120

A multi-point scale (200-point scale) characterizes the actual success of each applicant in learning the educational component. The conversion of the traditional assessment (average score for the academic discipline) into a 200-point one is performed by the information and technical department of the University. According to the received points on a 200-point scale, the achievements of the students are evaluated according to the ECTS rating scale. Further ranking according to the ECTS rating scale allows you to evaluate the achievements of students from the educational component who are studying in the same course of the same specialty, according to the points they received.

The ECTS scale is a relative-comparative rating, which establishes the applicant's belonging to the group of better or worse among the reference group of fellow students (faculty, specialty). An "A" grade on the ECTS scale cannot be equal to an "excellent" grade, a "B" grade to a "good" grade, etc. When converting from a multi-point scale, the limits of grades "A", "B", "C", "D", "E" according to the ECTS scale do not coincide with the limits of grades "5", "4", "3" according to the traditional scale. Acquirers who have received grades of "FX" and "F" ("2") are not included in the list of ranked acquirers. The grade "FX" is awarded to students who have obtained the minimum number of points for the current learning activity, but who have not passed the final examination. A grade of "F" is given to students who have attended all classes in the discipline, but have not achieved a grade point average (3.00) for the current academic activity and are not admitted to the final examination.

Applicants who study in one course (one specialty), based on the number of points scored in the discipline, are ranked on the ECTS scale as follows:

### **Conversion of the traditional grade from the discipline and the sum of points on the ECTS scale**

<b>Evaluation on the ECTS scale</b>	<b>Statistical indicator</b>
A	Top 10% students
B	The next 25% students
C	The next 30% students
D	The next 25% students
E	The next 10% students

### 10. Methodological support

- Working program on the educational component
- Syllabus
- Guidelines for practical classes
- Guidelines for independent student work

- Multimedia presentations
- Situational/case tasks
- Scenarios of role-playing games (if necessary)

### **11. Questions for preparation for final control**

1. The essence and forms of international marketing.
2. Common and distinctive features of domestic and international marketing.
3. Subjects of international marketing.
4. The main decisions made in the implementation of international marketing activities
5. General characteristics of the international marketing environment.
6. International economic environment, its components.
7. International political and legal environment.
8. Political risks and methods of assessing their level.
9. International socio-cultural environment, its composition.
10. The essence and features of international marketing research.
11. Stages of international marketing research.
12. Types of international marketing research.
13. Marketing information system
14. Concept and purpose of segmentation.
15. Approaches and requirements for international segmentation.
16. Criteria for segmentation of the world market.
17. Stages of global market segmentation
18. Segmentation strategies.
19. Determining the level of competition in the selected market. The model of five forces of competition.
20. "National rhombus" by M. Porter.
21. Criteria for choosing attractive markets. The method of "four filters"
22. Approaches to the selection of foreign markets (subjective, discrete and complex)
23. Criteria and factors for choosing a foreign market strategy.
24. Export.
25. Joint business activity.
26. Direct investment.
27. Concept of international marketing complex.
28. International commodity policy and commodity strategies.
29. Factors influencing commodity policy.
30. Constituent elements of the product
31. Concept of price and price policy in international marketing.
32. Types of prices in international marketing.
33. Methodology of pricing on the international market.
34. International pricing strategies
35. Sales policy in international marketing.
36. Distribution channels in international marketing, their choice and structure.
37. Sales methods in international marketing.
38. Intermediaries in foreign markets and forms of work with them.
39. Complex of marketing communications.
40. The process of forming a marketing communications system.

41. Advertising in international marketing communications.
42. Public relations.
43. Sales promotion in international marketing.
44. Personal selling.
45. Methods of neutralizing objections

## **12. Recommended literature**

### **Main:**

1. International marketing in pharmacy. Study guide / Comp. L.M. Unhurian, I.B. Petkova and others; ONMedU - Odesa, 2018, 160 p.
2. Management and marketing in pharmacy. Educational method. manual / author O.G. Chirva, O.V. Harmatyuk; MES of Ukraine, UDPU. – Uman: Visavy, 2018. – 217 p.
3. 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.
4. Management and marketing in pharmacy. Educational method. manual / comp. O.H. Chirva, O.V. Harmatyuk; MES of Ukraine, UDPU. – Uman: Visavy, 2018. – 217 p.
5. Marketing workshop. Education manual / by A.Ya. Ageev - 2018.-p.496
6. Management in pharmacy. Module 1. Educational method. manual / V.O. Demchenko, N.O. Tkachenko, N.M. Chervonenko, T.P. Annual; edited by G. Knysya. – Zaporizhzhia: ZDMU, 2017. – 194 p.

### **Additional literature:**

1. Pharmaceutical management. Practicum / comp. L.M. Unhurian, I.B. Petkova and others; ONMedU - Odesa, 2019, 100 p.
2. Pricing: theory and practice. Study guide. / E. Ya. Ageev, T.V. Shakhmatova - 2018. -376 p.
3. Internet marketing. The study guide is recommended by the Ministry of Education and Culture of Ukraine. / comp. I.L. Lytovchenko -2017.- 184 p.
4. Internet in marketing. The textbook is approved by the Ministry of Education, Culture and Sports of Ukraine. I.V. Boychuk -2010.- 220 p.
5. 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
6. Methods of sales promotion in trade. Study guide / Comp. M.L. Smagilchuk -2018.-300 p.
7. Audit Education manual. Recommended by the Ministry of Education and Culture of Ukraine / Sukha O.R.-2018.-284 p.
8. International marketing: in questions and answers. The study guide is recommended by the Ministry of Education and Culture of Ukraine / Baranovska M.-2013.- 302 p.
9. International management. The study guide is recommended by the Ministry of Education and Culture of Ukraine /Yukhimenko P.I.-2011.- p.488
10. Mnushko, Z.M. Management and marketing in pharmacy. Part II. Marketing in pharmacy: tutorial. for students higher education institutions / Z. M. Mnushko, N. M. Dikhtyaryova; under the editorship Z. M. Mnushko. – 2nd ed., add. and processing - Kh.: NFaU Publishing House: Golden Pages, 2010. - 512 p.
11. 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

12. Mondher Toumi Introduction to market access for pharmaceuticals. CRC Press Taylor and Francis Group, 2017. 175 p.
13. Pharma 2020: Marketing the future/ Published by PricewaterhouseCoopers.30 p.
14. Peter Gentsch AI in Marketing, Sales and Service How Marketers without a Data Science Degree can use AI, Big Data and Bots.Palgrave Macmillan, 2019. URL:<https://doi.org/10.1007/978-3-319-89957-2>

### **13. 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. Research and analysis of the pharmaceutical market of Ukraine.<http://morion.ua>
4. Ministry of Health of Ukraine [Electronic resource]. - Access mode:[http:// www.moz.gov.ua](http://www.moz.gov.ua)
5. State formulary of medicinal products. The twelfth edition. / Ministry of Health of Ukraine, 2020. – /Internet resource -<http://www.moz.gov.ua/ua/portal/>
6. State Register of Medicinal Products of Ukraine. [Electronic resource]. - Access mode:<http://www.drlz.com.ua/ibp/ddsite.nsf/all/shlist?opendocument>.
7. Compendium online. [Electronic resource]. - Access mode: <https://compendium.com.ua/bad/>.
8. Weekly "Apteka" [Electronic resource]. - Access mode: <https://www.apteka.ua/>.
9. Search database of drugs [Electronic resource]. - Access mode:<https://tabletki.ua/uk/>.
10. Search database of drugs [Electronic resource]. - Access mode: <http://likicontrol.com.ua/>.
11. Medscape search database [Electronic resource]. – Access mode: Medscape<https://www.medscape.com/pharmacists>.
12. The regulatory base of the NTA of Ukraine [Electronic resource]. - Access mode:<https://www.hta.ua>
13. FDA [E-resource]. - Access: <https://www.fda.gov>
14. WHO [E-resource]. - Access: <https://www.who.int>