

MINISTRY OF HEALTH OF UKRAINE

ODESA NATIONAL MEDICAL UNIVERSITY

Department of *Organization and Economics of Pharmacy with post diploma specialization*

APPROVED

Vice-rector for scientific and pedagogical work

Eduard BURYACHKIVSKY

September 1st, 2024



**WORKING PROGRAM IN THE DISCIPLINE
«PHARMACEUTICAL MANAGEMENT AND MARKETING»**

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 #10 dated 27/06/2024).

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The working program is approved at the meeting of the department of Organization and Economics of Pharmacy with post diploma specialization
Minutes №. 1 dated 29/08/2024.

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 №. 1 dated 30/08/2024

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
Minutes №. __ dated __/__/20__.

Head of the department

Revised and approved at the meeting of the department of Organization and Economics of Pharmacy

Minutes №. __ 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
Total number:	Field of knowledge 22 «Health care»	<i>Full-time education</i> <i>Compulsory discipline</i>
Credits of ECTS: 6		
Hours: 180	Specialty	<i>Year of training: 4-5</i>
Content modules: 6	226 "Pharmacy, industrial pharmacy"	<i>Semester: VIII-IX</i>
		<i>Lectures (40 hours)</i>
	Level of higher education second (master's degree)	<i>Seminars (0 hours)</i>
		<i>Practical classes (80 hours)</i>
		<i>Laboratories (0 hours)</i>
		<i>Independent work (60 hours)</i>
		<i>including individual tasks (0 hours)</i>
		<i>Form of final control – Exam</i>

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

The purpose is to formation of knowledge about the basic categories of management and marketing, providing future specialists with the ability to perform functional duties, entrepreneurial activities in market conditions, as well as general and marketing management of pharmaceutical enterprises, wholesale firms and pharmacies with various forms of management.

The tasks of the discipline are the following:

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.

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

- **General (GC):**

- GC 2. Knowledge and understanding of the subject area and understanding of professional activity.
- GC 6. Ability to work in a team.
- GC 9. Ability to use information and communication technologies.
- GC 10. The ability to act socially responsibly and consciously.
- GC 11. Ability to apply knowledge in practical situations.
- GC 14. Ability to adapt and act in a new situation.

- **Special (SC):**

SC 1. Ability to integrate knowledge and solve complex pharmacy problems in broad or multidisciplinary contexts.

SC 18. The ability to organize and carry out general and marketing management of assortment, product and innovation, price, sales and communication policies of pharmaceutical market subjects based on the results of marketing research and taking into account market processes at the national and international levels, manage risks in the pharmaceutical supply system.

SC 23. The ability to develop, implement and apply management approaches in the professional activity of pharmacies, wholesale brokers, manufacturing enterprises and other pharmaceutical organizations, argue the principles of HR management and self-management, demonstrate leadership skills.

SC 25. The ability to demonstrate and apply in practical activities communicative communication skills, fundamental principles of pharmaceutical ethics and deontology, based on moral obligations and values, ethical standards of professional behavior and responsibility in accordance with the Code of Ethics of Pharmaceutical Workers of Ukraine and WHO guidelines.

SC 29. The ability to develop and implement a quality management system for pharmaceutical enterprises in accordance with the requirements of current Standards, to conduct quality audits and risk management for the quality of pharmaceutical products.

Program learning outcomes (PLO) are:

PLO 3. To have specialized knowledge and skills for solving professional problems and tasks, including for the purpose of further development of knowledge and procedures in the field of pharmacy.

PLO 5. To evaluate and ensure the quality and efficiency of activities in the field of pharmacy.

PLO 6. Develop and make effective decisions to solve complex/complex problems of pharmacy personally and based on the results of joint discussion; formulate the goals of one's own activity and the activity of the team, taking into account public and industrial interests, the general strategy and existing limitations, determine the optimal ways to achieve goals.

PLO 9. Formulate, argue, clearly and concretely convey to specialists and non-specialists, including those seeking higher education, information based on one's own knowledge and professional experience, the main trends in the development of world pharmacy and related industries.

PLO 16. Implement appropriate organizational and management measures to provide the population and health care institutions with medicines and other products of the pharmacy assortment; carry out all types of reporting and accounting in pharmacy institutions, administrative record-keeping and commodity analysis.

PLO 17. Calculate the main economic indicators of pharmacy establishments, as well as taxes and fees. Form all types of prices (wholesale, purchase and retail) for medicinal products and other products of the pharmacy assortment

PLO 21. To ensure competitive positions and effective development of pharmaceutical organizations, including taking into account the results of marketing research and market processes at the national and international levels.

PLO 29. To carry out professional activities using information technologies, "Information databases", navigation systems, Internet resources, software and other information and communication technologies.

PLO 31. Use methods of evaluating indicators of the quality of activity; identify reserves for increasing labor efficiency.

PLO 35. Manage pharmaceutical organizations and determine its effectiveness using management functions. Make management decisions on the basis of the developed leadership and communication skills of pharmaceutical personnel regarding the strategic planning of enterprise activities.

PLO 37. Contribute to the preservation of health, in particular the prevention of diseases, the rational prescription and use of medicinal products. To faithfully fulfill one's professional duties, to comply with the legislation on the promotion and advertising of medicinal products. Possess psychological communication skills to achieve trust and mutual understanding with colleagues, doctors, patients, consumers

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

Know:

- the methods of managing an organization;
- the characteristics of organizations as an object of management, their internal and external environment;
- the communication processes in pharmaceutical enterprises;
- the management functions;
- the decision-making process;
- the management of working staff and labor;
- the management of conflicts;
- the business ethics.

Be able to:

- Position your professional activity and personal qualities in the pharmaceutical labour market; to formulate the purposes of own activity taking into account public and commercial interests.
- Carry out professional communication in the state language, use the skills of oral communication in a foreign language, analysing texts of professional orientation and translate foreign sources of information.
- Carry out professional activities with the use of information technology, "Information databases", navigation systems, Internet resources, software and other information and communication technologies.
- To analyse the information obtained as a result of scientific research, summarize, systematize and use it in professional activities.
- Carry out sanitary-educational work in professional activity in case of outbreaks of infectious, viral and parasitic diseases.
- To determine the advantages and disadvantages of different groups of medicines, taking into account their chemical, physicochemical, biopharmaceutical, pharmacokinetic and pharmacodynamic features. To recommend to consumers over-the-counter medicines and other pharmacy commodities with the provision of counselling and pharmaceutical care.
- Provide immediate care to patients in extreme situations
- To determine the factors influencing the processes of absorption, distribution, deposition, metabolism and excretion of medicines and due to the condition and features of the human organism and physicochemical properties of medicines
- Use clinical, laboratory and instrumental research data to monitor the efficacy and safety of medicines.
- To carry out a set of organizational and managerial measures to provide the population and health institutions with medicines and other pharmacy commodities. To carry out all types of accounting, administrative records, analysis of pharmaceutical products
- To calculate the main economic factors, as well as taxes and fees. Expect all types of prices (purchase and retail) for drugs and other pharmaceutical products.

3. The content of the Discipline

Content module 1.

Management as a science and practice of organization management.

Topic 1. Theoretical foundations of management.

Meaning and concepts of management. The evolution of management theory: D. Wharton's course of management, the essence of F. Taylor's theory, the school of administrative management by L. Fayol, the school of "human relations" by E. Mayo. Trends in management theory of the late 20th and early 21st centuries. Peculiarities of management in pharmacy. Approaches to management: approach from the positions of selection of different schools in management, process, system, situational. Management process. Management levels:

institutional, managerial, technical. Management of the pharmaceutical system at the modern stage. Foreign management models: American, Japanese, and European.

Topic 2. Organization as an object of management.

Concept of organization in management theory, requirements for organization. General features of the organization: resources, dependence on the internal and external environment, the need for management, division of labor. Internal variables of pharmacy enterprises and their relationship. Goals and objectives of pharmaceutical and pharmacy enterprises. Types of goals and categories of tasks. The structure of the organization. Requirements for organizational structures. Technologies. People. Basic aspects of the human variable and individual personality characteristics. The external environment of the organization. General characteristics of the external environment: interrelationship of factors, complexity, mobility, uncertainty. Factors of direct effect of the external environment: legislative acts and state bodies regulating the activities of pharmaceutical organizations in Ukraine; consumers of pharmaceutical products; suppliers; competitors The environment of indirect action. The influence of external factors on the activity of pharmaceutical enterprises. The environment of organizations operating at the international level. Export, import, licensing, joint ventures, direct capital investment - means of penetrating international markets.

Topic 3. Management and successful management. Management and leadership in pharmaceutical organizations.

Components of successful pharmaceutical organization. Effective organization of work in pharmacy enterprises. Manager's activities. Requirements for a successful manager. Self-management. Functions and organization of work of the head of the pharmacy. A system of management methods. Methods of direct and indirect influence. Power. leadership Approaches to the concept of the essence of leadership. Classification of forms of power. Socio-psychological styles of management of collectives of pharmaceutical enterprises and pharmacies. Multidimensional management styles. Situational models of leadership.

Topic 4. Management functions.

Planning as a management function. Strategic planning, its essence and stages. Requirements for goals. Types of strategic alternatives. Concept of tactics, policy, procedures, rules. Quantitative and qualitative criteria for evaluating the strategic plan. Organizational process: formation and development of the organizational structure of pharmaceutical enterprises, the sequence of development of the organizational structure. Types of organizational structures: linear, linear-staff, functional, divisional, matrix. Evolution of concepts of motivation. Content and process theories of motivation: hierarchy of needs according to A. Maslow; D. McClelland's theory of needs; two-factor theory of F. Herzberg; theory of K. Alderfer; D. McGregor's theory; Vroom's expectancy theory; Adams' theory of justice; Porter-Lawler model. Motivation in the system of pharmaceutical and pharmacy enterprises. The essence, types, stages of control of the organization's activities. Components of successful control.

Topic 5. Process of management decision-making

General characteristics of management decisions. Requirements for management decisions. Approaches, models (physical, analog, mathematical), decision-making methods. Stages of making and implementing a management decision. Delegation of authority and responsibility.

Topic 6. Communicative processes in management, record keeping, document management of pharmaceutical organizations

Concepts and types of communications. The main elements and stages of the communicative process. Obstacles in organizational and interpersonal communications and ways to overcome them. Forms and organization of business communication. Organization of business meetings and business discussions. Business negotiations and organization of reception of visitors. The specifics of the pharmacist's (pharmacist's) business communication with the client.

Concept, purpose and classification of documents as sources of management information. The role of clerical work in management. Document circulation of pharmaceutical organizations. Stages of document flow: drafting and registration of business papers, their registration and execution control. Storage of documents. Accounting and consideration of proposals, statements and complaints. Modern technical means in management. Management and informatics: automated management systems (AMS) and information management systems in pharmacy, the main areas of use of AMS in the health care system and in pharmacy, approaches to the design, automated workplace. Possibilities of using in the activity of pharmacy enterprises.

Content module 2.

Management and entrepreneurship. Management of labor resources and personnel of the organization.

Topic 7. Management and entrepreneurship

Economic and entrepreneurial activity. Principles and organizational forms of entrepreneurship. Types and forms of entrepreneurial activity. State registration and licensing of entrepreneurship. Peculiarities of entrepreneurial activity in pharmacy. Stages of organization of a pharmaceutical (pharmacy) enterprise Stages of a business agreement. State regulation and deregulation of business activity. Creation and operation of limited liability companies, companies with additional liability, limited partnerships and joint-stock companies. Organizational and legal forms of associations of enterprises: association, corporation, concern, consortium. Business planning. Development of a business plan. Business risk and ways to reduce it. Types of damages. Bankruptcy. Liquidation of business activity. Entrepreneurship in foreign economic activity. Types of foreign economic entrepreneurial activity. Business and social responsibility. Forms of identifying social responsibility of an entrepreneur. Business ethics.

Topic 8. Management of labor resources of the pharmaceutical industry and personnel of the organization.

Characteristics of labor resources and personnel of the organization. Problems of personnel employment. Employment services of the population in Ukraine. Personnel management. Controlling personnel. Personnel marketing. Planning of labor resources. Recruitment and selection of personnel. Motion and framing. Personnel turnover. Rotation of pharmaceutical personnel. Training of pharmaceutical personnel in Ukraine, professional development of pharmacists. Qualification levels of the higher education system. Postgraduate education and professional development. Group dynamics in the system of pharmaceutical and pharmacy enterprises. Formal and informal groups. Factors affecting the effectiveness of group work. Conflict management, the concept of conflict and its causes, types of conflicts and methods of their management. Changes within the organization and their management. Nature of stress, means of its reduction.

Topic 9. Regulation of labor relations

Code of Labor Laws of Ukraine. Basic labor rights and responsibilities of employees. Collective agreement: content, registration, control over the fulfillment of obligations. Employment contract. Contract. Grounds for termination of the employment contract. Employment history. Working time and rest time. Legal regulation of wages. Guarantee and compensation payments. Labor discipline. Labor protection of employees of pharmaceutical enterprises. Legal regulation of women's work and youth work. Individual labor disputes. Supervision and control: in compliance with labor legislation. Mandatory state social insurance and pension provision. Length of service, its meaning, types, calculation procedure. Labor relations in foreign countries: collective agreement, obligations of employees and employers, types of labor contracts and disciplinary sanctions.

Topic 10. Evaluation of the effectiveness of the organization and management

Evaluation of the organization's activity: criteria of economic efficiency, approaches to the study of organizational efficiency. Indicators of the company's solvency: absolute liquidity, intermediate coverage, current liquidity. Business activity, profitability assessment indicators of economic activity. Organizational management effectiveness: approaches and mechanisms, components of effective management, corporate culture. Criteria and approaches (behavioral, compositional, multiple) to the assessment of management efficiency.

Content module 3. Basics of marketing in pharmacy. Pharmaceutical marketing management process.

Topic 11. Basic concepts of pharmaceutical marketing. Pharmaceutical marketing management process.

The importance of marketing in modern conditions. Definition and main components of marketing. Peculiarities of pharmaceutical marketing. Stages of evolutionary development of marketing. The main elements of the marketing complex: product, price, sales, promotion. Principles of marketing. Marketing functions: analytical, production, sales, management and control. Types, subjects and tasks of pharmaceutical marketing. The marketing environment of the enterprise: factors of the microenvironment. SWOT analysis: its essence and meaning. The market as an object of marketing: concepts, conditions of existence, classification criteria, infrastructure, conjuncture. The main elements of the market. State, structure and trends of the pharmaceutical market. Socio-economic aspects of the pharmaceutical market. General characteristics of the world pharmaceutical market.

Management of pharmaceutical marketing. Planning of marketing activities of the enterprise. Marketing plan: essence, options, sections. Marketing concepts: production improvement, product improvement, intensification of commercial marketing efforts (marketing management), social and ethical marketing. Concept of socio-ethical marketing in pharmacy. Organizational structure of marketing services. Models of organization of marketing services: functional, commodity, regional, segmental, matrix. Stages of organization of marketing services. Tasks and functions of the pharmaceutical marketing service.

Topic 12. Marketing research and information. Study of the drug market.

Purpose, objects and methods of marketing research. The main directions of marketing research. 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. Features of pharmaceutical information marketing systems. Study of the drug market. The value of market research. Content and direction of comprehensive market research. Quantitative characteristics of the market: conjuncture, capacity, market share, market saturation, dynamics and average consumption of goods. Market segmentation: meaning, concepts, criteria, main methods. Requirements for market segments. The peculiarity of the segmentation of consumers of medicinal products. Target market, "market window" and "market niche". Research of consumers and typology of drug consumption. Factors influencing consumer behavior. Characteristics of the concepts "need", "demand", "consumption". Study of drug consumption. An audit is needed, its essence and purpose. Methods of determining the need for medicinal products. Study of product demand and supply. Types of demand: negative, absent, hidden, decreasing, irregular, full, excessive, irrational. Demand for medicinal products: realized, unsatisfied, emerging demand.

Content module 4. The main elements of the marketing complex.

Topic 13. Product in the marketing system. Assortment policy of pharmaceutical and pharmacy enterprises.

Product marketing concept. Classification of goods. Classification of medicines, medical products. Consumer value of the product. Consumer properties of medicines . their means. Key factors of market success: individualization of the product, "critical mass of the product", multifunctionality of the product, technical package. Product life cycle. Stages of the product life cycle and their characteristics: development and testing stage, market entry, growth, maturity, saturation, decline. Marketing activity at the stages of the product life cycle. Product positioning. Criteria for the positioning of medicinal products. Product competitiveness: concepts, main components, assessment methods. Product quality management. Certification of medicines. Assortment policy of pharmaceutical and pharmacy enterprises. Components and principles of assortment policy. Product assortment, its main characteristics: width, depth, comparison, saturation. Product nomenclature. Areas of product range analysis. Formation of product range of production and trade enterprises.

Peculiarities of the formation of the assortment of medicinal products of pharmaceutical enterprises.

Topic 14. Product and innovation policy of pharmaceutical enterprises.

General concepts of commodity policy, its tasks. Areas of implementation of the product policy of pharmaceutical enterprises. Marketing strategy and tactics of enterprises. The main models of strategic decision-making: product / market development matrix (I. Ansoff), competition matrix (M. Porter), growth / market share matrix (Boston Consulting Group - BCG matrix), "attractiveness - competitiveness" model (McKinsey matrix). Basic strategies of market coverage: undifferentiated marketing, differentiated marketing, concentrated (targeted) marketing. Trademark: concept, main types, functions. Trademark, its role in forming the image of the enterprise. Brand. Packaging of pharmaceutical products: main types, functions. Corporate style, its elements. Marking. Bar coding. Innovative policy of pharmaceutical enterprises. Technological and marketing orientation of innovations in pharmacy. A new product in the marketing system. The process of developing a new product: searching for ideas; sample production, market research; large-scale, serial production and market preparation. Original (innovative) medicines. Generic drugs, their advantages. Stages of development of a new medicinal product.

Topic 15. Price, pricing, pricing policy of pharmaceutical and pharmacy enterprises.

Theoretical foundations of market pricing. Characteristics of the price from the point of view of marketing. The main functions of prices: accounting, stimulating, distributive, the function of balancing supply and demand, the function of price as a criterion for the rational placement of production. Price classification. Components of wholesale price, wholesale (sale) price of industry, retail price. Pricing factors: internal and external. Types of markets: market of pure free competition, market of monopolistic competition, oligopolistic market, market of pure monopoly. Price and non-price competition. Demand, supply and price. Laws of supply and demand. Price elasticity of supply and demand. Factors affecting the elasticity of demand for medicinal products. Factors affecting the amount of product supply. Market equilibrium. Pricing policy of the enterprise. Pricing strategies. Stages of the pricing process. Pricing objectives of pharmaceutical enterprises. Pricing methods. Peculiarities of determining the price of new goods, including new medicines. Methods of direct and indirect state regulation of prices. The specifics of state regulation of prices for medicinal products and medical products. Peculiarities of drug pricing in foreign countries.

Topic 16. Marketing activities of pharmaceutical enterprises.

The concept of product distribution (sales). Sales policy of enterprises. The reasons for the existence and development of sales activity, its tasks. Channels of product distribution (sales), their functions. The structure of distribution channels. Efficiency of distribution channels. Approaches to choosing the number of intermediaries at each level of the distribution channel: intensive distribution, exclusive distribution, selective distribution. Principles of selection of sales agents. Advantages of cooperation between product manufacturers and Intermediaries. Reasons for using intermediaries in the pharmaceutical market. Management of sales channels. Types of conflicts arising in product distribution channels: vertical, horizontal, multi-channel. Ways of conflict resolution in product distribution. Sales methods and systems. Vertical marketing systems (VMS): corporate (integrated), contractual, managed. Horizontal marketing systems (HMS), multi-channel marketing systems (MMS). Marketing system of pharmaceutical products in Ukraine. Wholesale trade: functions, forms. Peculiarities of the wholesale trade of medicinal products. Good Distribution Practice (GDP). Activities of pharmacy warehouses, their functions and organizational structure. Retail trade, its functions. Peculiarities of retail trade of medicines. Requirements for pharmacies as establishments of retail trade of medicinal products. Concepts, types and rules of logistics. Functions and principles of logistics. Peculiarities of the logistic approach to the management of production and sales activities in pharmacy.

Topic 17. Marketing policy of communications.

The strategy of pushing and the strategy of attracting the consumer to the product. Complex of marketing communications and its formation. Planning of marketing communications. Features of the target audience of pharmaceutical production and wholesale and retail enterprises. Features and tasks of the formation of demand for medicinal products. Means of marketing communications at the stages of ZHCT.

Topic 18. Advertising in the pharmaceutical marketing system.

Advertising and its role in the communication policy of enterprises. Main areas and roles of advertising. The task of product advertising. Classification of advertising, types and means (ropes) of advertising. Requirements for advertising. Components of the advertising process. Functions and features of advertising. Features of drug advertising. The task of advertising in the pharmaceutical industry. Advertisement of non-prescription drugs. Packaging of pharmaceutical

products as a form of advertising. Regulation of advertising of medicinal products. The main ethical criteria for the promotion of medicinal products of the WHO. WHO requirements for medical representatives of the company. Advertising of medicinal products for the population and medical professionals in the EU countries. Peculiarities of regulating the advertising of medicinal products in Ukraine. Stages of planning and organizing an advertising campaign. Advertising budget planning methods. Evaluation of the effectiveness of advertising measures.

Topic 19. Sales promotion and other means of marketing communications.

Stimulation: buyers, intermediaries, sellers. Goals and means of sales promotion for buyers of pharmaceutical products. Objectives and means of incentives for intermediaries and sellers. Control and evaluation of sales promotion results. Personal selling, its advantages. Stages of the effective sales process. Presentation: approaches to implementation, main tasks and principles. The role of sales agents and medical (pharmaceutical) representatives in product promotion. Network and direct marketing. Branding. Concept and essence of public relations. Goals, main functions and principles of public relations. The main activities of public relations. Public relations in the management and marketing system. Exhibitions and fairs, the significance of their holding. Advertising at the point of sale. Merchandising in pharmacies and enterprises: the basic provisions for the design of the pharmacy, its sales hall, the rules for displaying pharmaceutical products, the principles of product placement in showcases and on shelves.

Topic 20. Marketing control and international marketing in pharmacy

System of marketing control. Purpose and main objects of marketing control. Components of marketing control systems. Directions and stages of marketing control at the enterprise. Non-economic indicators of marketing control. Strategic control and audit of marketing. Components of marketing audit. Stages of conducting a marketing audit (audit). Differences between internal and external audit of the enterprise's marketing activities. The main types of channels of distribution of goods in international marketing. Methods of distribution of goods. Documentary registration of foreign trade operations in the system of distribution of pharmaceutical goods. Promotion of medicines on the international market. Peculiarities of promotion of prescription and over-the-counter medicines in foreign markets.

4. The structure Discipline

Names of topics	Number of hours					
	Total	including				
		lectures	seminars	practical classes	Lab classes	ISW
Content module 1. Management as a science and management practice organization						
Topic #1. Theoretical foundations of management.	9	2	-	4	-	3
Topic #2. Organization as an object of management.	9	2	-	4	-	3
Topic #3. Management and successful management. Management and leadership in pharmaceutical organizations.	4	2	-	2	-	
Current test control #1	5		-	2	-	3
Topic #4. Management functions.	9	2	-	4	-	3

Topic #5. Management of the decision-making process	4	2		2		
Topic #6. Communicative processes in management, record keeping, document flow of pharmaceutical organizations	6	2		4		
Current test control #2	5	-	-	2	-	3
<i>Total by content module 1</i>	51	12	-	24	-	15
Content module 2. Management and entrepreneurship. Management of labor resources and personnel of the organization.						
Topic #7. Management and entrepreneurship	9	2	-	4	-	3
Topic #8. Management of labor resources of the pharmaceutical industry and personnel of the organization.	9	2	-	4	-	3
Topic #9. Labor relations in market conditions.	9	2	-	4	-	3
Topic #10. Evaluation of the effectiveness of the organization and management	7	2	-	2	-	3
Current test control #3	5	-	-	2	-	3
<i>Total by content module 2</i>	39	8		16	-	15
Content module 3. Basics of marketing in pharmacy. Pharmaceutical marketing management process						
Topic #11. The main ones concepts pharmaceutical marketing. Process management pharmaceutical marketing.	11	2	-	4	-	5
Topic #12. Marketing research and information Study of the medicinal market means	11	2	-	4	-	5
<i>Total by content module 3</i>	22	4	-	8	-	10
Content module 4. The main elements of the marketing complex.						
Topic #13. Product in the marketing system. Assortment policy of pharmaceutical and pharmacy enterprises.	8	2	-	4	-	2
Topic #14. Product and innovation policy of pharmaceutical enterprises.	8	2	-	4	-	2
Topic #15. Price, pricing, pricing policy of pharmaceutical and pharmacy enterprises.	10	2	-	4	-	4
Current test control #4	6	-	-	2	-	4

Topic #16. Sales activity of pharmaceutical enterprises	8	2	-	4	-	2
Topic #17. Marketing policy of communications.	6	2	-	2	-	2
Topic No. 18. Advertising in the pharmaceutical marketing system.	8	2	-	2	-	2
Topic #19. Sales promotion and other means of marketing communications.	4	2	-	4	-	-
Topic #20. Marketing control and international marketing in pharmacy	6	2	-	4	-	-
Current test control #5	4	-	-	2	-	2
<i>Together according to content module 4</i>	68	16	-	32	-	20
<i>Individual tasks</i>	-	-	-	-	-	-
Total	180	40	-	80	-	60

5. Topics of Lectures / Seminars / Practical classes / Laboratory Classes

5.1. Topics of lectures

№	Topic	Hours
1.	Topic 1. Lecture 1. Theoretical foundations of management.	2
2.	Topic 2. Lecture 2. Organization as an object of management.	2
3.	Topic 3. Lecture 3. Management and successful management. Management and leadership in pharmaceutical organizations.	2
4.	Topic 4. Lecture 4. Management functions.	2
5.	Topic 5. Lecture 5. Management of the decision-making process.	2
6.	Topic 6. Lecture 6. Communicative processes in management, record keeping, document flow of pharmaceutical organizations.	2
7.	Topic 7. Lecture 7. Management and pharmaceutical entrepreneurship. Group dynamics and leadership. Conflict management.	2
8.	Topic 8. Lecture 8. Management of labour resources of the pharmaceutical industry and the organization's personnel.	2
9.	Topic 9. Lecture 9. Labour relations under market conditions.	2
10.	Topic 10. Lecture 10. Evaluation of the effectiveness of the organization and management	2
11.	Topic 11. Lecture 11. Basic provisions of pharmaceutical marketing. Pharmaceutical marketing management process.	2
12.	Topic 12. Lecture 12. Marketing research and information Study of the drug market.	2

13.	Topic 13. Lecture 13. Product in the marketing system. Assortment policy of pharmaceutical enterprises.	2
14.	Topic 14. Lecture 14. Product and innovation policy of pharmaceutical enterprises.	2
15.	Topic 15. Lecture 15. Price, pricing, pricing policy of pharmaceutical enterprises.	2
16.	Topic 16. Lecture 16. Marketing activities of pharmaceutical enterprises.	2
17.	Topic 17. Lecture 17. Marketing policy of communications.	2
18.	Topic 18. Lecture 18. Advertising in the pharmaceutical marketing system.	2
19.	Topic 19. Lecture 19. Sales promotion and other elements of marketing communications.	2
20.	Topic 20. Lecture 20. Marketing control and international marketing in pharmacy	2
	Total	40

5.2. Topics of seminar classes

Seminar classes are not provided.

5.3. Topics of practical classes

No.	Topic name	Hours
Content module 1.		
Organization of Pharmaceutical Provision for Population		
1.	Topic 1. Practical class 1. The meaning and concept of management. Peculiarities of management in pharmacy.	2
2.	Topic 1. Practical class 2. Approaches to management. Management process. Management levels. Management of the pharmaceutical system at the modern stage.	2
3.	Topic 2. Practical class 3. Concept organization in management theory, requirements for organization. general features organizations	2
4.	Topic 2. Practical class 4. Internal and external environment organizations. General characteristics.	2
5.	Topic 3. Practical class 5. Components of successful activity of a pharmaceutical organization. Power. leadership	2
6.	Practical class 6. Current test control # 1	2
7.	Topic 4. Practical class 7. Planning as a management function. Organizational process and types of organizational structures.	2
8.	Topic 4. Practical class 8. Content and process theories of motivation. The essence, types, stages of control of the organization's activities.	2
9.	Topic 5. Practical class 9. General characteristics of management decisions. Delegation of authority and	2

	responsibility.	
10.	Topic 6. Practical class 10. Concepts and types of communications. The main elements and stages of the communicative process.	2
11.	Topic 6. Practical class 11. Concept, purpose and classification of documents as sources of management information. The role of clerical work in management.	2
12.	Practical lesson 12. Current test control #2	2
13.	Topic 7. Practical class 13. Types and forms of entrepreneurial activity. Principles and organizational forms of entrepreneurship.	2
14.	Topic 7. Practical class 14. Business planning. Development of a business plan. Business risk and ways to reduce it.	2
15.	Topic 8. Practical class 15. Characteristics of labor resources and personnel of the organization. Personnel management. Controlling personnel.	2
16.	Topic 8. Practical class 16. Conflict management, the concept of conflict and its causes, types of conflicts and methods of their management. Nature of stress means of its reduction.	2
17.	Topic 9. Practical class 17. Code of Labor Laws of Ukraine. Basic labor rights and responsibilities of employees.	2
18.	Topic 9. Practical class 18. Supervision and control: according to compliance labor legislation. Work experience, his value, types, order of calculation.	2
19.	Topic 10. Practical class 19. Evaluation of the organization's activity: criteria of economic efficiency, approaches to the study of organizational efficiency. Indicators of solvency of the enterprise.	2
20.	Practical class 20. Current test control #3	2
21.	Topic 11. Practical class 21. Definition and main components of marketing. Marketing functions. The market as an object of marketing.	2
22.	Topic 11. Practical class 22. Management of pharmaceutical marketing. Planning of marketing activities of the enterprise.	2
23.	Topic 12. Practical class 23. Purpose, objects and methods of marketing research. Principles of formation of marketing information at pharmaceutical enterprises.	2
24.	Topic 12. Practical class 24. Study of the drug market. The value of market research. Content and direction of comprehensive market research.	2
25.	Topic 13. Practical class 25. Product marketing concept. Assortment policy of pharmaceutical and pharmacy enterprises.	2
26.	Topic 13. Practical class 26. Stages of the product life cycle and their characteristics. Features formation assortment medical means pharmacy enterprises.	2
27.	Topic 14. Practical class 27.	2

	General concept commercial politics, her tasks Trade mark. Trademark. Brand.	
28.	Topic 14. Practical class 28. Technological and marketing orientation of innovations in pharmacy. The process of developing a new product. Generic drugs , the advantages	2
29.	Topic 15. Practical class 29. Characteristics of the price from the point of view of marketing. Basic price functions. Pricing factors.	2
30.	Topic 15. Practical class 30. Price and non-price competition. Demand, supply and price. Elasticity of demand. Market equilibrium.	2
31.	Practical class 31. Current test control#4	2
32.	Topic 16. Practical class 32. Sales policy of enterprises. Distribution channels (sales), them functions, structure. Principles selection trading mediators.	2
33.	Topic 16. Practical class 33. Methods and systems salessystem pharmaceutical products in Ukraine.	2
34.	Topic 17. Practical class 34. Complex of marketing communications and its formation. Means of marketing communications at the stages of PLC.	2
35.	Topic 18. Practical class 35. Advertising and its role in communication politics enterprises. Classification advertising, functions, types and means advertising. Features advertising medical means	2
36.	Topic 19. Practical class 36. Stimulation: buyers, intermediaries, sellers. Personal selling, his advantages	2
37.	Topic 19. Practical class 37. Concept and essence the public relations. Advertising at the point of sale. Merchandising in pharmacies.	2
38.	Topic 20. Practical class 38. System of marketing control. Purpose and main objects, components of the marketing control system.	2
39.	Topic 20. Practical class 39. International Conduct Code marketing and social of research. Promotion medical funds on the international market.	2
40.	Practical class 40. Current test control #5	2
	Total	80

5.4. Topics of laboratory classes

Laboratory classes are not provided.

6. Independent HE Student Work

No.	Topic name	Hours
Content module 1.		
Organization of Pharmaceutical Provision for Population		
1.	Topic 1. Preparation for practical classes 1-2	3
2.	Topic 2. Preparation for practical lesson 3-4	3
3.	Practical class 6. Preparation for taking the current test control #1	3
4.	Topic 4. Preparation for practical class 7-8	3

5.	Practical occupation 12. Preparation for taking the current test control #2	3
6.	Topic 7. Preparation for practical classes 13-14	3
7.	Topic 8. Preparation for practical class 15-16	3
8.	Topic 9. Preparation for practical classes 17-18	5
9.	Topic 10. Preparation for practical classes 19	5
10.	Practical occupation 20. Preparation for taking the current test control #3	3
11.	Topic 11. Preparation for practical classes 21-22	2
12.	Topic 12. Preparation for practical classes 23-24	2
13.	Topic 13. Preparation for practical classes 25-26	4
14.	Topic 14. Preparation for practical classes 27-28	4
15.	Topic 15. Preparation for practical classes 29-30	
16.	Practical session 31. Preparation for taking the current test control #4	2
17.	Topic 16. Preparation for practical classes 32-33	2
18.	Topic 17. Preparation for practical classes 34	2
19.	Topic 18. Preparation for practical classes 35	2
20.	Practical lesson 40. Preparation for taking the current test control # 5	2
	Total	60

7. Teaching methods

Lectures: problem-based lectures, lectures-visualizations, narration, explanation, conversation, instruction, discussion, debate, discussion of problematic situations, situational learning, illustration (including multimedia presentations), demonstration, presentation of the results of own research.

Practical classes: conversation, role-playing games, solving situational problems, cases, solving calculation problems, practicing the skills of analysing the pharmaceutical market, practicing the skills of calculating the market situation, practicing the skills of pricing drugs and medical products, training exercises on the design and development of various types of promotion of medicines and medical products.

Independent work: independent work with the recommended basic and additional literature, with electronic information resources, independent work with the bank of KROK-2 test tasks, independent mastering of communication algorithms with patients/visitors of pharmacy institutions.

Individual tasks: writing essays, reports, multimedia presentations, etc.

8. Forms of control and evaluation methods (Including criteria for evaluating learning outcomes)

Current control: oral survey, testing (form or computer), control written works, evaluation of individual tasks, evaluation of calculation problem solving, evaluation of practical skills, evaluation of communication skills during role play, solution of situational/cases tasks, assessment of activity in class.

Final control: exam.

Assessment of the ongoing learning activity at the practical class:

1. Assessment of the theoretical knowledge on the theme:
 - methods: individual survey on the theme, participation of the students in the discussion of problem situations; assessment of performance of tests on the theme;
 - The maximum score – 5, the minimum score – 3, the unsatisfactory score – 2.

2. Assessment of practical skills on the theme:

- methods: assessment of the solution of situational tasks (including calculation) on the theme;
- The maximum score – 5, the minimum score – 3, the unsatisfactory score – 2.

Criteria of ongoing assessment at the practical class

Score	Assessment criterion
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
Good «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, and 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, and demonstrates practical skills on the topic 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

The discipline is considered, if the student has completed all the tasks of the working program of the educational discipline. He/she took actively participated in the practical exercises, and completed an individual task. The student has an average current rating of at least 3.0 and has no academic deb; passed the test control of the "Krok-2" tests for at least 90% (50 tasks). The test control is held in the Educational and Production Complex of Innovative Technologies of Learning, Informatization and Continuous Education of ONMedU before the exam.

Evaluation of learning results during the final control

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

Exam ticket template:

EXAMINATION TICKET №. ____

1. Approaches to management. Management process. Management levels.
2. Peculiarities of regulating the advertising of medicinal products in Ukraine.
3. Situational problem №1. Based on the data in the Blank, describe the strategies for the use of trademarks by manufacturers of medicines and medical devices. List the advantages and disadvantages of each of these strategies. (The form is issued during the exam)
4. Situational problem №2. The pharmacy chain buys medicine at the price of UAH 105.87 per package and sells $N = 270$ packages of this drug every week at the price of $P = \text{UAH } 140$ for packaging Based on the results of market research, the marketing department recommends reducing the price by $n = 5\%$ for one week. Calculate how many packages of the drug the company needs to sell in order to maintain its income at the previous level.

Criteria for evaluating the learning outcomes of education seekers during the exam

Evaluation	Criteria for evaluating
Excellent “5”	The HE student correctly, accurately and completely fulfilled all the tasks of the examination ticket, clearly and logically answered the questions posed by the examiners. Thoroughly and comprehensively knows the content of theoretical issues, fluent in professional and scientific terminology. Thinks logically and constructs an answer, freely uses acquired theoretical knowledge when analyzing practical tasks. When solving a situational problem, he correctly interpreted the initial data, answered all the questions correctly and convincingly substantiated his point of view, could propose and justify an alternative solution to certain issues. When solving the calculation task, he strictly followed the algorithm of its execution.
Good “4”	The HE student completed all the tasks of the examination ticket sufficiently completely, clearly and logically answered the questions posed by the examiners. He knows the content of theoretical issues deeply and comprehensively, and has professional and scientific terminology. Thinks logically and constructs an answer, uses acquired theoretical knowledge when analyzing practical tasks. But when teaching some questions, there is not enough depth and argumentation, it makes insignificant mistakes, which are eliminated by the applicant himself when the examiner points them out. When solving the situational problem, he assumed insignificant errors or inaccuracies in the interpretation of the initial data, answered all the questions without significant errors, fully substantiated his point of view, but the proposal of an alternative option caused difficulties. When solving the calculation task, he made minor errors in the algorithm, which he was able to correct at the instruction of the teacher.
Satisfactory “3”	The HE student of education incompletely completed all the tasks of the examination ticket, the answers to additional and leading questions are vague and vague. Possesses a basic amount of theoretical knowledge, uses professional and scientific terminology inaccurately. Experiences significant difficulties in constructing an independent logical answer, in applying theoretical knowledge in the analysis of practical tasks. There are significant errors in the answers. When solving a situational problem, he interpreted the initial data with errors, allowed inaccuracies in the answers to questions, did not sufficiently justify his answers and interpreted the wording, experienced difficulties in completing tasks and proposing alternative options. When solving the calculation task, significant errors were made in the algorithm and execution technique.
Unsatisfactory “2”	The HE student of education did not complete the task of the examination ticket, in most cases did not answer the additional and leading questions of the examiners. He did not master the basic amount of theoretical knowledge; he showed a low level of mastery of professional and scientific terminology. Answers to questions are fragmentary, inconsistent, illogical, cannot apply theoretical knowledge when analyzing practical tasks. There are a significant number of gross errors in the answers. When solving a situational problem, he could not interpret the original data, or made significant mistakes in his answers; could not justify his decisions or did it unconvincingly. He did not offer alternative options. When solving the calculation task, gross mistakes and errors were made in the execution algorithm.

9. Distribution of points, obtained by the student

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

Table of Converting the Traditional Grades into the Multi-Point Grading Scale

National Grade	200-Point Grading Scale
Excellent («5»)	185 – 200
Good («4»)	151 – 184
Satisfactory («3»)	120 – 150
Unsatisfactory («2»)	Less than 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 grade (average score for the academic discipline) into a 200-point grade is performed by the information and technical department of the University.

According to the obtained points on a 200-point scale, the achievements of the applicants 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 evaluation and and ECTS scores

Score on the ECTS scale	Statistical indicator
A	The best 10% students
B	Next 25% students
C	Next 30% students
D	Next 25% students
E	Next 10% students

10. Methodological support

- Working program in the discipline
- Syllabus
- Methodological recommendations for the lectures in the discipline
- Methodological recommendations for the practical classes in the discipline
- Methodological recommendations for the individual work of students
- Multimedia presentations
- Situational tasks (including calculation)
- Tests Krok-2 on the theme

Educational and methodical literature:

1. Management and marketing in pharmacy. Working book (recommendations for practical class). P.II. Marketing in pharmacy // Unhurian L.M, Bieliaieva O.I, Yashchuk I.S.– Odesa: ONMedU, 2021. – 75 p.

11. Questions for the exam

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 (Navy).
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.

12. Recommended literature

Basic

1. Management and marketing in pharmacy. Working book (recommendations for practical class). P.II. Marketing in pharmacy // Unhurian L.M, Bieliaieva O.I, Yashchuk I.S.– Odesa: ONMedU, 2021. – 75 p.
2. 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.
3. 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.
4. Management and marketing in pharmacy: tests for training students for standardized test exam «Kpok-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.

Additional

1. Unhurian L., Bielyaieva O., Vyshnytska I., Suschuk N., Petkova I. (2018) Implementation of Standards of Good Pharmacy Practice in the World: A Review. Asian Journal of Pharmaceutics. Vol. 12. N 1 (Suppl). Pp. 42 - 46.
2. Unhurian L., Bielyaieva O., Burenkova N. (2017) Analysis of the Modern Pharmaceutical Market of Anxiolytic Drugs in Ukraine. International Journal of Pharmaceutical Sciences Review and Research. Vol. 43 N 1. Pp. 169 – 172.
3. Standarts for quality of pharmacy services <http://fip.org/files/fip/Statements/latest/Dossier%20004%20total.PDF>
4. Good pharmacy practice in community and hospital pharmacy settings <http://apps.who.int/medicinedocs/documents/s21088en/s21088en.pdf>

5. International health systems
http://www.pnhp.org/facts/international_health_systems.php?page=all
6. The legal and regulatory framework for community pharmacies in the WHO European Region
<https://apps.who.int/iris/bitstream/handle/10665/326394/9789289054249-eng.pdf>
7. Asset Management Ratios
<https://courses.lumenlearning.com/boundless-finance/chapter/asset-management-ratios/>
8. Financial Analysis in Pharmacy Practice E-resource
<https://pdfs.semanticscholar.org/3104/8f567e76089ed7d33c5224c3c4c0faec06bf.pdf>

13. Electronic information resources

1. Departments' site: http://info.odmu.edu.ua/chair/economy_pharmacy/files
2. Ministry of Health of Ukraine
http://www.moz.gov.ua/ua/portal/dn_20050719_360.html
3. World Health Organization <http://www.who.int/>
4. European Regional Office of the World Health Organization. URL: www.euro.who.int.
5. National Scientific Medical Library of Ukraine <http://library.gov.ua/>
6. National Library of Ukraine named after V.I. Of Vernadsky <http://www.nbu.gov.ua/>
7. Modern healthcare. URL: <https://www.modernhealthcare.com/vital-signs-healthcare-blog>