



Assoc. Prof. Oksana BIELIAIEVA

**COURSE SCHEDULE OF LECTURES IN «PHARMACEUTICAL MANAGEMENT AND
 MARKETING» Pharmacy, 5TH year**

№	Topic	Hours	Group	Tutor	Equipment	Date
1.	Topic 11. Lecture 11. Basic provisions of pharmaceutical marketing. Pharmaceutical marketing management process.	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	02/09
2.	Topic 12. Lecture 12. Marketing research and information Study of the drug market.	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	02/09
3.	Topic 13. Lecture 13. Product in the marketing system. Assortment policy of pharmaceutical and pharmacy enterprises.	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	03/09
4.	Topic 14. Lecture 14. Product and innovation policy of pharmaceutical enterprises.	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	03/09
5.	Topic 15. Lecture 15. Price, pricing, pricing policy of pharmaceutical and pharmacy enterprises.	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	04/09
6.	Topic 16. Lecture 16. Marketing activities of pharmaceutical enterprises	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	05/09
7.	Topic 17. Lecture 17. Marketing policy of communications.	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	06/09
8.	Topic 18. Lecture 18. Advertising in the pharmaceutical marketing system.	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	09/09
9.	Topic 19. Lecture 19. Sales promotion and other means of marketing communications.	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	12/09
10.	Topic 20. Lecture 20. Marketing control and international marketing in pharmacy	2	5, 6 eng	Senior teacher Yashchuk I.S.	Microsoft Teams	13/09
	Total	20				

The head of the educational part

Senior teacher



Iryna YASHCHUK



Assoc. Prof. Oksana BIELIAIEVA

**COURSE SCHEDULE OF PRACTICAL CLASSES IN
 «PHARMACEUTICAL MANAGEMENT AND MARKETING»**

Pharmacy, 5^H year

#	Topic	Hours	Resp. Tutor	Equipment	# Group	Date
1.	Topic 11. Practical class 21. Definition and main components of marketing. Marketing functions. The market as an object of marketing.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	17/09
					6 eng	17/09
2.	Topic 11. Practical class 22. Management of pharmaceutical marketing. Planning of marketing activities of the enterprise.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	20/09
					6 eng	21/09
3.	Topic 12. Practical class 23. Purpose, objects and methods of marketing research. Principles of formation of marketing information at pharmaceutical enterprises.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	24/09
					6 eng	24/09
4.	Topic 12. Practical class 24. Study of the drug market. The value of market research. Content and direction of comprehensive market research.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	27/09
					6 eng	28/09
5.	Topic 13. Practical class 25. Practical lesson 25. Product marketing concept. Assortment policy of pharmaceutical and pharmacy enterprises.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	01/10
					6 eng	01/10
6.	Topic 13. Practical class 26. Stages of the product life cycle and their characteristics. Peculiarities of the formation of the assortment of medicinal products of pharmaceutical enterprises.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	04/10
					6 eng	05/10
7.	Topic 14. Practical class 27. General concepts of commodity policy, its tasks. Trade mark. Trademark. Brand.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	08/10
					6 eng	08/10
8.	Topic 14. Practical class 28. Technological and marketing orientation of innovations in pharmacy. The process of developing a new product. Generic drugs, their advantages.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	11/10
					6 eng	12/10
9.	Topic 15. Practical class 29. Characteristics of the price from the point of view of marketing. Basic price functions. Pricing factors.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	15/10
					6 eng	15/10
10.	Topic 15. Practical class 30. Price and non-price competition. Demand, supply and price. Elasticity of demand. Market equilibrium.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	18/10
					6 eng	19/10
11.	Practical class 31. <i>Current test control #4.</i>	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	22/10
					6 eng	22/10
12.	Topic 16. Practical class 32. Sales policy of enterprises. Channels of product distribution (sales), their functions, structure. Principles of selection of sales agents.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	25/10
					6 eng	26/10
13.	Topic 16. Practical class 33. Sales methods and systems. Marketing system	2	Sen. Teacher Iryna	MS Teams	5 eng	29/10
					6 eng	29/10

	of pharmaceutical products in Ukraine.		YASHCHUK			
14.	Topic 17. Practical class 34. Complex of marketing communications and its formation. Means of marketing communications at the stages of PLC.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	01/11
					6 eng	02/11
15.	Topic 18. Practical class 35. Advertising and its role in the communication policy of enterprises. Classification of advertising, functions, types and means of advertising. Features of drug advertising.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	05/11
					6 eng	05/11
16.	Topic 19. Practical class 36. Sales promotion: buyers, intermediaries, sellers. Personal selling, its advantages.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	08/11
					6 eng	09/11
17.	Topic 19. Practical class 37. Concept and essence of PR (public relations). Advertising at the point of sale. Merchandising in pharmacies.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	12/11
					6 eng	12/11
18.	Topic 20. Practical class 38. System of marketing control. Purpose and main objects, components of the marketing control system.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	15/11
					6 eng	16/11
19.	Topic 20. Practical class 39. International Code of Marketing and Social Research. Promotion of medicines on the international market.	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	22/11
					6 eng	19/11
20.	Practical class 40. <i>Current test control #5 (rector's).</i>	2	Sen. Teacher Iryna YASHCHUK	MS Teams	5 eng	29/11
					6 eng	26/11
	Total	40				

The head of the educational part

Senior teacher



Iryna YASHCHUK