

APPROVED
 Head of the department of
 Organization and Economics of Pharmacy
 with post-diploma specialization
 Minutes №6 from 30.01.2024
 As. Prof. Oksana BIELIAIEVA



**COURSE SCHEDULE OF PRACTICAL CLASSES IN
 "INTERNATIONAL MARKETING IN PHARMACY"
 Pharmacy, 4TH year**

№	Topic	Hours	Resp. Tutor	Equipment	# Group	Date
1.	Topic 1. Practical class 1. The essence and forms of international marketing	2	Sen. teacher Oksana STEPANOVA		4-6	23.02
2.	Topic 1. Practical class 2. Motives for a pharmaceutical company to enter international markets.	2	Sen. teacher Oksana STEPANOVA		4-6	01.03
3.	Topic 1. Practical class 3. Features of the marketing environment in the pharmaceutical industry	2	Sen. teacher Oksana STEPANOVA		4-6	08.03
4.	Topic 2. Practical class 4. International marketing research in pharmacy	2	Sen. teacher Oksana STEPANOVA		4-6	15.03
5.	Topic 2. Practical class 5. Principles of segmentation of the international pharmaceutical market.	2	Sen. teacher Oksana STEPANOVA		4-6	22.03
6	Topic 2. Practical class 6. The main methods of entering the foreign pharmaceutical market.	2	Sen. teacher Oksana STEPANOVA		4-6	29.03
7	Topic 3. Practical class 7. International marketing complex: product policy, its types. Theory of the product life cycle.	2	Sen. teacher Oksana STEPANOVA		4-6	05.04
8	Topic 3. Practical class 8. International marketing complex: pricing policy in the marketing system	2	Sen. teacher Oksana STEPANOVA		4-6	12.04
9	Topic 3. Practical class 9. The role and results of public administration in regulating prices in foreign markets. Current test control №1	2	Sen. teacher Oksana STEPANOVA		4-6	19.04
10	Topic 4. Practical class 10. Policy and principles of product distribution in international marketing.	2	Sen. teacher Oksana STEPANOVA		4-6	26.04
11	Topic 4. Practical class 11. Sales promotion in international marketing	2	Sen. teacher Oksana STEPANOVA		4-6	03.05
12	Topic 4. Practical class 12. International marketing communications.	2	Sen. teacher Oksana STEPANOVA		4-6	10.05

13	Topic 5. Practical class 13. Promotion of medicines in the international pharmaceutical market.	2	Sen. teacher Oksana STEPANOVA		4-6	17.05
14	Topic 5. Practical class 14. Principles and methods of work of representative offices of pharmaceutical companies.	2	Sen. teacher Oksana STEPANOVA		4-6	24.05
15	Topic 5. Practical class 15. International marketing of transnational pharmaceutical corporations. Current test control №2. Test	2	Sen. teacher Oksana STEPANOVA		4-6	31.05
Total		30				

The Head of the educational part

Senior teacher



Iryna YASHCHUK