



\_\_\_\_\_  
 Assoc. Prof. Oksana BIELIAIEVA

**COURSE SCHEDULE OF PRACTICAL CLASSES IN  
 «PRODUCTION PRACTICE FROM PHARMACEUTICAL MANAGEMENT AND  
 MARKETING»  
 Pharmacy, 5<sup>TH</sup> year**

#	Topic	Hou rs	# Group	Resp. Tutor	Equipment	Date
1.	Pharmacy as an object of management. Organizational and legal form and activities of the pharmacy.	2	5 eng	Sen. Teacher Iryna YASHCHUK	Microsoft Teams	12.02
2.	Characteristics of the internal environment of the pharmacy.	2	5 eng	Sen. Teacher Iryna YASHCHUK		13.02
3.	Factors of the external environment of the pharmacy of direct influence.	2	5 eng	Sen. Teacher Iryna YASHCHUK		19.02
4.	General functions of management and their practical use in the management of a pharmacy. The mission and goals of the pharmacy.	2	5 eng	Sen. Teacher Iryna YASHCHUK		20.02
5.	The formation of options for strategies according to the stages of the life cycle of pharmacy, according to the directions of its possible development, according to the characteristics of economic and financial activity, according to the terms of implementation.	2	5 eng	Sen. Teacher Iryna YASHCHUK		22.02
6	Assessment of pharmacy management style. Application of economic, administrative, socio-psychological and legal methods in the management of pharmacy.	2	5 eng	Sen. Teacher Iryna YASHCHUK		26.02
7	Characteristics of types of communications between structural divisions, with the external environment (suppliers, consumers, financial institutions, state authorities).	2	5 eng	Sen. Teacher Iryna YASHCHUK		27.02
8	Use of information in the management of pharmacy.	2	5 eng	Sen. Teacher Iryna YASHCHUK		29.02
9	Organization of office management in a pharmacy. The procedure for hiring and firing, keeping personal files, issuing workbooks, orders, characteristics.	2	5 eng	Sen. Teacher Iryna YASHCHUK		04.03
10	Analysis of personnel rotation and turnover, their causes.	2	5 eng	Sen. Teacher Iryna YASHCHUK		05.03
11	Characteristics of employee's qualifications, professional development.	2	5 eng	Sen. Teacher Iryna YASHCHUK		11.03
12	Characteristics of the pharmaceutical market and its functions.	2	5 eng	Sen. Teacher Iryna YASHCHUK	Microsoft Teams	12.03
13	Subjects and objects of the pharmaceutical market.	2	5 eng	Sen. Teacher Iryna YASHCHUK	18.03	

14	Research of suppliers and competitors of pharmacy as subjects of market activity.	2	5 eng	Sen. Teacher Iryna YASHCHUK		19.03
15	Analysis of the assortment of pharmacy (width, depth, saturation, harmony, structure, novelty).	2	5 eng	Sen. Teacher Iryna YASHCHUK		25.03
16	Assortment groups in which the pharmacy specializes.	2	5 eng	Sen. Teacher Iryna YASHCHUK		26.03
17	Positioning of pharmaceuticals according to consumer preferences. Research on the competitiveness of pharmaceuticals.	2	5 eng	Sen. Teacher Iryna YASHCHUK		01.04
18	Factors of drug pricing.	2	5 eng	Sen. Teacher Iryna YASHCHUK		02.04
19	Analysis of pricing in a pharmacy.	2	5 eng	Sen. Teacher Iryna YASHCHUK		08.04
20	Research of the price conjuncture of the pharmaceutical market.	2	5 eng	Sen. Teacher Iryna YASHCHUK		09.04
21	Determination of the availability of medicines.	2	5 eng	Sen. Teacher Iryna YASHCHUK	Microsoft Teams	15.04
22	Variants of structures of distribution channels (sales methods) of medicinal products.	2	5 eng	Sen. Teacher Iryna YASHCHUK		16.04
23	The length and width of the traditional distribution channels of medicinal products.	2	5 eng	Sen. Teacher Iryna YASHCHUK		22.04
24	Dealers with whom the pharmacy cooperates.	2	5 eng	Sen. Teacher Iryna YASHCHUK		23.04
25	Marketing communications system of a pharmacy.	2	5 eng	Sen. Teacher Iryna YASHCHUK		29.04
26	Factors that determine the structure of the marketing communications system.	2	5 eng	Sen. Teacher Iryna YASHCHUK		30.04
27	Advertising of medicines. "Public relations" of a pharmacy, personal sales and sales promotion of medicinal products.	2	5 eng	Sen. Teacher Iryna YASHCHUK		06.05
28	Merchandising in pharmacies.	2	5 eng	Sen. Teacher Iryna YASHCHUK		07.05
29	Study of the external advantages of the pharmacy (location, price policy, completeness of the range of medicines, use of the principles of pharmaceutical ethics, speed and quality of service).	2	5 eng	Sen. Teacher Iryna YASHCHUK		13.05
30	Graded Test		5 eng	Sen. Teacher Iryna YASHCHUK		14.05
<b>Total</b>		<b>60</b>				

The head of the educational part

Senior teacher

Iryna YASHCHUK