



Assoc. Prof. Oksana BIELIAIEVA

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

#	Topic	Hou rs	# Group	Resp. Tutor	Equipme nt	Date
1.	Pharmacy as an object of management. Organizational and legal form and activities of the pharmacy.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK	Microsoft Teams	30/01/25
			6 eng			29/01/25
2.	Characteristics of the internal environment of the pharmacy.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		30/01/25
			6 eng			29/01/25
3.	Factors of the external environment of the pharmacy of direct influence.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		06/02/25
			6 eng			05/02/25
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 Khrystyna VOLOSHCHUK		06/02/25
			6 eng			05/02/25
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 Khrystyna VOLOSHCHUK		13/02/25
			6 eng			12/02/25
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 Khrystyna VOLOSHCHUK		13/02/25
			6 eng			12/02/25
7	Characteristics of types of communications between structural divisions, with the external environment (suppliers, consumers, financial institutions, state authorities).	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		20/02/25
			6 eng		19/02/25	
8	Use of information in the management of pharmacy.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK	20/02/25	
			6 eng		19/02/25	
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 Khrystyna VOLOSHCHUK	27/02/25	
			6 eng		26/02/25	
10	Analysis of personnel rotation and turnover, their causes.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK	27/02/25	
			6 eng		26/02/25	
11	Characteristics of employee's qualifications, professional development.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK	06/03/25	
			6 eng		05/03/25	
12	Characteristics of the pharmaceutical market and its functions.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK	06/03/25	
			6 eng		05/03/25	
13	Subjects and objects of the pharmaceutical market.	2	5 eng	Sen. Teacher Khrystyna	13/03/25	

			6 eng	VOLOSHCHUK		12/03/25
14	Research of suppliers and competitors of pharmacy as subjects of market activity.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		13/03/25
			6 eng			12/03/25
15	Analysis of the assortment of pharmacy (width, depth, saturation, harmony, structure, novelty).	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		20/03/25
			6 eng			19/03/25
16	Assortment groups in which the pharmacy specializes.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		20/03/25
			6 eng			19/03/25
17	Positioning of pharmaceuticals according to consumer preferences. Research on the competitiveness of pharmaceuticals.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		27/03/25
			6 eng			26/03/25
18	Factors of drug pricing.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		27/03/25
			6 eng			26/03/25
19	Analysis of pricing in a pharmacy.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		03/04/25
			6 eng			02/04/25
20	Research of the price conjuncture of the pharmaceutical market.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		03/04/25
			6 eng			02/04/25
21	Determination of the availability of medicines.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		10/04/25
			6 eng			09/04/25
22	Variants of structures of distribution channels (sales methods) of medicinal products.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		10/04/25
			6 eng			09/04/25
23	The length and width of the traditional distribution channels of medicinal products.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		17/04/25
			6 eng			16/04/25
24	Dealers with whom the pharmacy cooperates.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		17/04/25
			6 eng			16/04/25
25	Marketing communications system of a pharmacy.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		24/04/25
			6 eng			23/04/25
26	Factors that determine the structure of the marketing communications system.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		24/04/25
			6 eng			23/04/25
27	Advertising of medicines. "Public relations" of a pharmacy, personal sales and sales promotion of medicinal products.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		01/05/25
			6 eng			30/04/25
28	Merchandising in pharmacies.	2	5 eng	Sen. Teacher Khrystyna VOLOSHCHUK		01/05/25
			6 eng			30/04/25

Microsoft
Teams

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 Khrystyna VOLOSHCHUK	08/05/25
			6 eng		07/05/25
30	Graded Test		5 eng	Sen. Teacher Khrystyna VOLOSHCHUK	08/05/25
			6 eng		07/05/25
Total		60			

The head of the educational part

Senior teacher

Iryna YASHCHUK