

**MINISTRY OF HEALTH OF UKRAINE  
ODESSA NATIONAL MEDICAL UNIVERSITY  
DEPARTMENT OF ORGANIZATION AND ECONOMICS OF PHARMACY WITH  
POSTDIPLOMA SPECIALIZATION**

**DIARY**

**PRODUCTION PRACTICE  
PHARMACEUTICAL MANAGEMENT AND  
MARKETING**

Student \_\_\_\_\_  
Department \_\_\_\_\_  
Faculty \_\_\_\_\_  
Year of Study \_\_\_\_\_ Group \_\_\_\_\_  
Level of higher education \_\_\_\_\_  
Specialty \_\_\_\_\_  
Practice base \_\_\_\_\_

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The diary contains a calendar schedule of production practice, allocation of working hours for higher education students, a description of work, and reporting documents on the processing of practical skills. The diary is developed in accordance with the work program of production practice Pharmaceutical management and marketing for higher education students of pharmaceutical faculties.

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## THEMATIC PLAN OF PRODUCTION PRACTICE

№	Content of work
1.	Study of a pharmaceutical company (pharmacy) as an organization.
2.	Analysis of functions and leadership styles in pharmacy management (at a pharmaceutical company)
3.	Analysis of communication processes of a pharmaceutical company (pharmacy)
4.	Organization of work with personnel
5.	Characteristics of the subjects of market activity of the pharmaceutical enterprise (pharmacy)
6.	To study the assortment policy of a pharmaceutical company (pharmacy)
7.	Analysis of the pricing policy of the pharmaceutical company (pharmacy)
8.	Study of sales activities and methods of promotion of medicines used by a pharmaceutical company (pharmacy)
9.	Characteristics of the external advantages of the pharmacy
10	Compilation of differentiated credit
	Total

### From the description regarding the study pharmaceutical company (pharmacy) as an organization (1<sup>st</sup> day)

The name of the pharmacy and the legal address of the founding pharmaceutical company
Location of the pharmacy (center, neighborhood, industrial, residential area, the presence of socio-cultural, commercial facilities, etc.)
Operating mode (including duration of working day)

### Organizational and legal form of ownership and activities of the pharmacy

Parameter	Specifics	The main differences from other organizations	Legislation
Ownership			
Organizational form			
Activities			

Read the Charter of the company, the constituent documents and documents for accreditation and licensing.

Examine the organization of liability in the pharmacy:

-what form of material responsibility is used, how many and who are ex officio material persons in departments

- give an example of the Liability Agreement.

### **Characteristics of the internal environment of the pharmacy**

<b>Factors of the internal environment of the pharmacy</b>	<b>Their content in relation to the base of practice</b>
<b>Objectives</b>	
<b>Management structure</b>	
- Determine whether your pharmacy meets the minimum requirements for the opening and operation of the pharmacy and the requirements for the composition and	

equipment of the pharmacy.	
- Carry out certification of the workplace: describe the equipment and equipment of the workplace, compare with regulations; note the presence of an automated workplace, describe it.	
<b>Examine the functional and job description of the pharmacist at this workplace.</b>	
List the main documents governing the activities in this area.	
<b>Task:</b>	
- work with people	
- work with auxiliary substances material, medicines and medical devices	
- work with information	
<b>Technologies</b>	
<b>Employees by levels:</b>	
- institutional	
- administrative	
- technical (operational)	

- direct performers	
- calculate the ratio of management, pharmaceutical (pharmacists) and additional staff.	
- Compare the quantitative indicators of each staff group and the distribution by position with the recommended standard states and staffing standards.	

### **Characteristics of the external environment of the pharmacy**

<b>Factors of the external environment of direct influence</b>	<b>Their content in relation to the base of practice</b>
<b>Consumers</b>	
<b>Suppliers:</b>	
- medicines and medical devices	
- capital	
- labor resources	
<b>Competitors</b>	
<b>Public authorities</b>	
<b>Legislation</b>	

<b>Contact audiences</b>	
<b>Neighboring organizations</b>	
<b>Interaction with other pharmacies and medical institutions</b>	

**Remarks and signature of the head of practice:**

**Record  
of analysis of management functions and leadership style in pharmacy  
management (pharmaceutical company)  
(2<sup>nd</sup> day)**

<b>Mission</b>
<b>Purposes of the pharmacy:</b>
- short-term (up to one year)
- medium-term (1-5 years)

-long-term (5-10 years)

### **Formation of strategy options**

by stages of the life cycle of the pharmacy

in the areas of its possible development

by characteristics of economic and financial activities

in terms of implementation

### **Leadership style**

Assessment of the style of management of the pharmacy



**Specific examples of use:**

economic methods

administrative

socio-psychological

legal

**Remarks and signature of the head of practice:**

**Record  
on the analysis of communication processes  
pharmaceutical company (pharmacy) as an organization  
(3<sup>d</sup> day)**

- 1. Carry out attestation of the workplace, indicate the division of responsibilities between the head of the pharmacy his deputies**

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**2. Analysis of communication processes pharmaceutical company**

**Characteristics of types of communications:**

between structural units
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**with the external environment :**

suppliers
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consumers
-----------

bank
------

government agencies
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**3. Analysis of the use of information**

<b>Types of document flow</b>	<b>Sources of income</b>	<b>Use of information</b>
Administrative		
Pharmaceutical		
Scientific		

#### **4. Organization of office work in a pharmacy**

<b>Characteristic features of office work</b>	<b>Describe</b>
Nomenclature of cases	
Give examples and copies of incoming documents	
Give examples and copies	

of source documents	
Organization of control over execution	
The order of archiving and writing off (for example, one incoming and one outgoing document)	

**Remarks and signature of the head of practice:**

**Record**  
**about the organization of work with personnel**  
(4<sup>th</sup> day)

The procedure for hiring and firing, personal affairs, registration of employment records, orders, characteristics

Analyze the rotation and turnover of staff in the pharmacy and their causes

**1. Characteristics of employees' qualification, advanced training:**

<b>Full name of the employee</b>	<b>Position</b>	<b>Availability of qualification category</b>	<b>Year of advanced training courses</b>	<b>The next term of the courses</b>


**2. Examine the documentation on the provision of necessary working conditions and labor protection, and what measures of violation of working conditions and measures taken by the pharmacy contribute to the creation of more favorable working conditions for the pharmacy staff. List the types of safety instructions provided at the pharmacy, keep documents in the diary.**

-documentation on ensuring the necessary working conditions and labor protection

- violation of the working conditions of the pharmacy staff.

- activities carried out by the pharmacy contribute to the creation of more favorable working conditions for the pharmacy staff

- types of safety briefings conducted at the pharmacy

**3. List the topics of production meetings of the pharmacy (for 1 month), describe the procedure for their conduct and design (protocol).**

**4. Give examples of conflicts and means of resolving them.**

**Remarks and signature of the head of practice:**

**Record  
on the characteristics of the subjects of market activity of the pharmaceutical  
enterprise (pharmacy)  
(5<sup>th</sup> day)**

**Evaluate the suppliers of pharmacy products in the pharmacy. List the 5 most important suppliers, summarize the data in the form of a table:**

<b>Supplier name</b>	<b>Number of assortment items</b>	<b>Terms of delivery</b>	<b>Delivery time to pharmacy (days)</b>	<b>Advantages and disadvantages</b>
<b>1.</b>				
<b>2.</b>				



3.				
4.				
5.				
<b>Choosing the best supplier</b>				

Evaluate the correctness of the contract for the supply of goods from suppliers (taking into account the need), payment system, delivery time, mutual claims and sanctions in regulating the relationship between pharmacies and suppliers (attach a copy of the contract).

**Evaluate competitors , their advantages and disadvantages, summarize the data in the form of a table :**

Name of competitor	At what distance from your pharmacy	Advantages	Disadvantages
1.			
2.			
3.			

**Remarks and signature of the head of practice:**

**Record  
on research of assortment policy of pharmaceutical enterprise (pharmacy)  
(6<sup>th</sup> day)**

**1. Assortment groups in which the pharmacy specializes. What distinguishes it from others?**

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**2. Give examples of assortment items of pharmacies that are most in demand:**

<b>Assortment group</b>	<b>Examples (for each item at least 10 items indicating the manufacturer and form of release)</b>
Medicines	
Medicinal plants	
Medical products:	
- sterile disposable products	
- bandages	
- patient care items	

- rubber products	
- sanitation and hygiene items	
- medical and cosmetic products	

**3. Determine the demand for 5 drugs (specified by the teacher) by studying the turnover of the population (for 1 shift). Summarize the data in the table:**

The total number of appeals to the pharmacy for medicine	Name	Number appeals	Number refusals	Number of replacements
1.				
2.				
3.				
4.				
5.				

**Remarks and signature of the head of practice:**

**Record  
on the analysis of the pricing policy of the pharmaceutical company (pharmacy)  
(7<sup>th</sup> day)**

Pricing analysis

**1. Analyze the price offers of drugs of the corresponding option (the last digit of the record book number):**

<b>Version n</b>	<b>List of drugs</b>	<b>Version</b>	<b>List of drugs</b>
<b>1</b>	<i>Ambroxol</i> tablets. 0.3 № 30 <i>Ranitidine</i> table. 0.15 № 10 <i>Acetylsalicylic acid</i> table 0.5 № 10.	<b>6</b>	<i>Ambroxol</i> tablets. 0.3 № 30 <i>Amoxicillin</i> table. 0.25 № 20. <i>Enalapril</i> tab. 0.01 № 20
<b>2</b>	<i>Enalapril</i> tab. 0.01 № 20 <i>Nifedipine</i> table. 0.01 № 50 <i>Amoxicillin</i> - granules for the preparation of susp. 250 mg / 5 ml, fl. 100 ml	<b>7</b>	<i>Amoxicillin</i> - granules for the preparation of susp. 250 mg / 5 ml, fl. 100 ml <i>Co-trimoxazole</i> table. 480 № 20 <i>Enalapril</i> tab. 0.01 № 20
<b>3</b>	<i>Captopril</i> tab. 0.025 № 20 <i>Co-trimoxazole</i> table. 480 № 20 <i>Cefazolin</i> 1.0 fl for others.	<b>8</b>	<i>Ranitidine</i> table. 0.15 № 10 <i>Captopril</i> tab. 0.025 № 20 <i>Cefazolin</i> 1.0 fl for others.
<b>4</b>	<i>Ranitidine</i> table. 0.15 № 10 <i>Co-trimoxazole</i> table. 480 № 20 <i>Nifedipine</i> table. 0.01 № 50	<b>9</b>	<i>Acetylsalicylic acid</i> table 0.5 № 10. <i>Nifedipine</i> table. 0.01 № 50 <i>Ambroxol</i> tablets. 0.3 № 30
<b>5</b>	<i>Acetylsalicylic acid</i> table 0.5 № 10. <i>Cefazolin</i> 1.0 fl for others. <i>Amoxicillin</i> table. 0.25 № 20.	<b>0</b>	<i>Amoxicillin</i> - granules for the preparation of susp. 250 mg / 5 ml, fl. 100 ml (or 60 ml per 100 ml). <i>Ranitidine</i> table. 0.15 № 10 <i>Acetylsalicylic acid</i> table 0.5 № 10.

**The results of the study should be presented in the form of tables:**

(international non-proprietary name)

<b>№</b>	<b>Trade name of the drug</b>	<b>Producer</b>	<b>Price</b>	<b>Availability ratio</b>

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(international non-proprietary name)

<b>№</b>	<b>Trade name of the drug</b>	<b>Producer</b>	<b>Price</b>	<b>Availability ratio</b>

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(international non-proprietary name)

<b>№</b>	<b>Trade name of the drug</b>	<b>Producer</b>	<b>Price</b>	<b>Availability ratio</b>

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**The coefficient of availability** is determined by the formula:  $K_{av} = (P_{av.} / S_{av.}) - 1$ ;  
**P<sub>av.</sub>** - average retail price of the drug for a certain period, UAH;  
**S<sub>av.</sub>** - average salary for a certain period, UAH  
**The modulus of availability indicates the availability of the drug.**

**Conclusions:**

**Remarks and signature of the head of practice:**

**Record**  
**on marketing activities and methods of promoting medicines used by a**  
**pharmaceutical company (pharmacy)**  
(8<sup>th</sup> day)

Using the principles of pharmaceutical ethics

Speed and quality of public service



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Exterior interior and features of pharmacy merchandising

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Additional services provided by the pharmacy

--

Methods and measures of sales promotion aimed at consumers and pharmacy staff

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**Remarks and signature of the head of practice:**

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**Write down the main economic indicators of the pharmacy for the current and 2-3 previous years (total for the year and by quarters):**

• gross income (sales volume)

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• gross profit (amount and average level of trade margin)

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• pharmacy costs (average level and amount)

• net (economic) profit (amount and level)

-Carry out an economic analysis of these indicators in the dynamics (calculate the growth rate).

- Give the calculation of the forecast of sales for the quarter, gross and net profit.

- Suggest possible ways to increase the profitability of the pharmacy.

- List the main items of pharmacy costs.

- Describe measures to reduce costs in the pharmacy.

**Record  
of promotion of pharmacy products on the pharmaceutical market  
(9<sup>th</sup> day)**

**List the main methods of promoting the range of pharmacy products that are in  
the pharmacy.**



**Indicate the directions of information activities of the pharmacy and the available reference and information fund**

- Describe card indexes, albums with annotations in the pharmacy.
  
  
  
  
  
  
  
  
  
  
- Process new information and methodological materials (annotations, brochures, reviews, periodicals, information journals, etc.).

**Record  
on the characteristics of the external advantages of the pharmaceutical company  
(pharmacy)  
(10<sup>th</sup> day)**

Evaluation and analysis of the factors of preferences of the pharmacy is carried out on a scale of 0 (underdevelopment, underdevelopment or catastrophic state of the factor) up to 5 (high level of development and severity of the relevant factor).

<b>Factors</b>	<b>Average impact assessment, points</b>	<b>The weight of the factor</b>	<b>Balanced level of influence, points</b>
Location of the pharmacy		0.20	
Pricing policy		0.20	
Characteristics (completeness) of the range of drugs		0.15	
Using the principles of pharmaceutical		0.15	

ethics			
Speed and quality of service for pharmacy visitors		0.10	
Exterior interior and features of pharmacy merchandising		0.10	
The mode of operation of the pharmacy		0.05	
Additional services provided by the pharmacy		0.05	
Total:			

**Remarks and signature of the head of practice:**

**Documentary report from production practice**

Name of documents	Mark of availability
License (copy)	
Agreement with the supplier (copy)	
Job descriptions (copies)	
Safety instructions (copy)	
Journal of registration of inspections by regulatory authorities (copy)	
Orders on employment, transfer, dismissal (copies)	

Stamp/ signatures:

\_\_\_\_\_  
(student)

\_\_\_\_\_  
(direct supervisor)

## **LIST OF THE PRACTICAL SKILLS**

1. To justify the organizational structure of the pharmaceutical institution, to determine its goals and objectives.
2. To characterize the interrelationship of the internal variables of the pharmacy.
3. Describe the relationship between the pharmacy and its external environment
4. To justify the optimal form of management for a pharmacy and prepare founding documents
5. Analyse the stages of organization and know the procedure for documenting the establishment of a pharmaceutical enterprise
6. Describe the general functions of managing a pharmaceutical enterprise
7. To characterize the process of preparing a rational management decision
8. Define types of organizational communications. Describe possible obstacles in the way of information exchange.
9. To carry out an adequate selection of personnel, taking into account their professional training, business and professional qualities, to determine functional and job duties.
10. To justify the procedure for concluding and terminating an employment contract.
11. To substantiate the procedure for hiring and firing employees, as well as keeping work books.
12. Conduct market segmentation, determine capacity and market share. Determine the need for drugs of individual pharmacotherapeutic groups.
13. Determine the assortment policy of the pharmacy enterprise and characterize the assortment of medicines.
14. To carry out the positioning of medicines on the pharmaceutical market.
15. To determine the competitiveness of medicines presented on the market.
16. To build graphs of the life cycle of medicinal products, to characterize its stages and to determine the strategies of the enterprise's marketing activities at various stages of the life cycle of medicinal products.
17. Analyse the price policy of pharmaceutical market entities.
18. Determine the price of a medicinal product using various pricing methods, its critical sales volume.
19. Determine types of marketing intermediaries and levels of sales channels. 20. To characterize variants of structures of distribution channels (sales methods) of medicinal products.
20. Describe drug distribution strategies.
21. To characterize the marketing communications system of the pharmaceutical enterprise.
22. Carry out measures to stimulate the sale of medicines and medical products.
23. Determine the market niche of the enterprise, taking into account the results of research into the state of the pharmaceutical market.

## **Questions for preparation to final control**

1. Peculiarities of management in pharmacy.
2. Management approaches. Management process. Management levels.
3. Goals and objectives of pharmaceutical and pharmacy enterprises.
4. The structure of the organization. Technologies.
5. People. Basic aspects of the human variable and individual personality characteristics.
6. The external environment of the organization. General characteristics of the external environment
7. Factors of direct action of the external environment. The environment of the organization of indirect action.
8. The influence of external factors on the activity of pharmaceutical enterprises.
9. Components of successful activity of a pharmaceutical organization.
10. Effective organization of work in pharmacy enterprises.
11. Manager's activities. Requirements for a successful manager. Self-management.
12. Functions and organization of work of the head of the pharmacy

13. Planning as a management function.
14. Organizational process. Types of organizational structures.
15. 3 substantive and procedural theories of motivation. Motivation in the system of pharmaceutical and pharmacy enterprises.
16. The essence, types and stages of control of the organization's activities. Components of successful control.
17. 3. General characteristics of management decisions and requirements for management decisions.
18. Stages of making and implementing a management decision.
19. Principles and organizational forms of entrepreneurship, state registration and licensing. Stages of organization of a pharmaceutical (pharmacy) enterprise.
20. State regulation and deregulation of business activity.
21. Business planning. Business plan of a pharmaceutical organization.
22. Business risk and ways to reduce it.
23. Characteristics of labor resources and personnel of the organization. Problems of personnel employment.
24. Personnel management. Controlling personnel. Personal marketing.
25. Conflict management: the concept of conflict and its causes, types of conflicts and methods of their management.
26. Changes within the organization and their management. Nature of stress, means of its reduction
27. Working time and rest time. Legal regulation of wages. Guarantee and compensation payments.
28. Evaluation of the organization's activities. Indicators of solvency and business activity of the enterprise.
29. Effectiveness of organization management. Criteria and approaches to management efficiency assessment.
30. Marketing environment of the enterprise.
31. The market as an object of marketing. The main elements of the market.
32. State, structure and trends of the pharmaceutical market. Socio-economic aspects of the pharmaceutical market.
33. Study of the drug market. Content and direction of comprehensive market research. Quantitative characteristics of the market.
34. Market segmentation. Requirements for market segments. The peculiarity of the segmentation of consumers of medicinal products.
35. Characteristics of the concepts "need", "demand", "consumption".
36. Study of drug consumption.
37. Methods of determining the need for medicinal products.
38. Study of product demand and supply. Types of demand. Demand for medicines.
39. Product marketing concept. Classification of goods. Classification of medicines, medical products.
40. Product life cycle. Stages of the product life cycle and their characteristics. Marketing activity of the pharmaceutical enterprise at the stages of the product life cycle.
41. Product positioning. Criteria for the positioning of medicinal products.
42. Product competitiveness.
43. Product assortment, its main characteristics. Product nomenclature.
44. Formation of product range of production and trade enterprises.
45. Peculiarities of the formation of the assortment of medicinal products of pharmaceutical enterprises.
46. 3 general concepts of commodity policy, its tasks.
47. Marketing strategy and tactics of enterprises.
48. Pricing factors.
49. Types of markets. Price and non-price competition.

50. Price elasticity of supply and demand. Factors affecting the elasticity of demand for medicinal products.
51. Pricing policy of the enterprise: strategies, goals, methods. Stages of the pricing process.
52. Methods of direct and indirect state regulation of prices in Ukraine.
53. Management of sales channels. Types of conflicts arising in product distribution channels and methods of their settlement.
54. Means of marketing communications at the stages of ZHCT.
55. Advertising: directions and roles in the communication policy of enterprises
56. Classification of advertising, functions, types and means (channels) of advertising. Requirements for advertising. Components of the advertising process.
57. Features and tasks of advertising in the pharmaceutical industry. Advertisement of non-prescription drugs.
58. Merchandising in pharmacies.
59. Purpose, objects and methods of marketing research. Main directions and stages of marketing research.
60. The value of pharmaceutical marketing information. Directions of information marketing activities in the pharmaceutical industry.