


MINISTRY OF HEALTH OF UKRAINE
ODESSA NATIONAL MEDICAL UNIVERSITY

International faculty

Department of pharmacy organization and economy
with post-diploma specialization

METHODICAL DEVELOPMENT FOR PRACTICAL CLASSES
FROM EDUCATIONAL DISCIPLINE

**CONFIRMED by**
Vice-rector for scientific and pedagogical work
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Faculty, pharmaceutical course, 4th year

Educational discipline **INTERNATIONAL MARKETING IN PHARMACY**

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PRACTICAL CLASS № 1

Topic: The essence of international pharmaceutical marketing

Goal: Consolidate theoretical knowledge about the essence and features of the development of the modern world pharmaceutical market, features and main goals of international pharmaceutical marketing, motives and stages of entering the international market, the importance of the economic, political, legal and cultural environment and various international organizations and agreements.

Basic concepts:

International pharmaceutical marketing is a management activity based on the coordination of marketing activities within the international economic environment and aimed at creating demand and achieving the goals of the pharmaceutical enterprise through the maximum satisfaction of the needs of consumers in different countries with medicines and medical products.

Motives of pharmaceutical companies entering the international market are the driving forces through which a pharmaceutical firm begins to export its products in order to use or develop existing resources so that the firm's long-term and/or short-term goals are achieved. They are divided into two groups: proactive and reactive.

Non-tariff trade barriers- restrictions in international trade, which provide for the discrimination of offers from a specific country in the form of standards that discriminate against the goods of any country.

Proactive motives the beginning of activities in foreign markets are external or internal incentives that encourage a pharmaceutical firm to start active actions based on the desire to use the competitive advantages available to the enterprise or the market opportunities that open before it.

Protectionism -activities aimed at protecting the domestic producer.

Reactive motives the beginning of activity on foreign markets - the pharmaceutical company takes a passive position and only reacts to threats that have arisen in its internal or external environment.

World Trade Organization The WTO (or the World Trade Organization, WTO) develops the rules of international trade, which cover the procedure for concluding agreements, financing and insurance of exports, transportation of goods,

World pharmaceutical market is a set of interconnected regional and national pharmaceutical markets of individual states that interact and participate in the international division of labor, international trade and other forms of economic relations.

Quality certification system of medicinal products for international trade - is a procedure by which a third party (independent of the seller and the buyer) gives a written guarantee that the medicinal product meets the stated requirements.

Free trade - free trade policy.

Equipment: Microsoft Teams software, discipline workshop, presentations.

List of questions for determining the initial level of knowledge:

1. What is the essence of the concepts of international pharmaceutical marketing?
2. What are the methods of entering the foreign pharmaceutical market?
3. What are the directions of the organization of joint pharmaceutical enterprises?
4. What are the characteristics of the main indicators of models of entering the foreign market?

Task 1. Analyze the factors (tables 1 and 2) affecting the assessment of the environment of the pharmaceutical market of Ukraine by foreign investors, highlighting the following directions:

- A) factors that prevent entry into the Ukrainian market;

B) factors that contribute to the activation of investment in the Ukrainian economy.

Table 1

**Individual assessment of influencing factors
to assess the environment of the pharmaceutical market of Ukraine**

No. z.p.	Name of the factor	Grade (+/-)	
		AND	B
1.	State monopoly and moderate pace of privatization		
2.	Strong influence of command-administrative methods of economic regulation		
3.	A significant informal private sector in the economy		
4.	Dependence on one supplier of energy carriers		
5.	Potential for improving the management system		
6.	Proximity of Western and Russian markets		
7.	Imperfections of the financial system		
8.	Activity of organized crime and corruption		
9.	Availability of cheap and qualified labor force		
10.	Opposition to reforms on the part of local governing bodies		
11.	Excessively dynamic and inefficient taxation system		
12.	Sufficient natural resources		
13.	Proposal of reforms		
14.	Negative macroeconomic situation caused by the collapse of the Soviet Union		
15.	Lack of legal protection of business		
16.	A large prospective market		
17.	Relatively stable political situation.		
Together			

Conclusion: _____

Table 2

**Results of a collective assessment of influencing factors
to assess the environment of the pharmaceutical market of Ukraine**

Expert/ rating	1	2	3	4	5	6	7	8	9	10	11	12	etc.	average
AND														
B														

Conclusion: _____

Task 2. Use a 10-point scale to evaluate the following factors influencing the reliability of information about the social and cultural environment of the foreign market (tables 3 and 4). Compare your opinion with data from other surveys, justify your opinion in case of a large discrepancy.

Table 3

Individual assessment of factors influencing the reliability of information

trips, non-business cooperation														
Educational programs														
Special studies														
Literature, television														

Task 3. Analyze international changes at the relevant stages of the drug life cycle, taking into account the peculiarities of the economic development of foreign countries. (Table 5).

Table 5

International changes in the factors of the pharmaceutical market during the life cycle of the medicinal product

Risk factors	The main stages of the life cycle of a medicinal product			
	Bringing to market	Growth	Maturity and saturation	Decline
Placement of production				
Placement of the market				
Competitive factors				
Production technology				

Task 4. The driving forces, thanks to which a pharmaceutical company begins to export its products for the development of available resources in order to achieve long-term or short-term goals, are called motives for entering the international market. Motives for starting the activity of a pharmaceutical enterprise in foreign markets are divided into 2 groups: proactive and reactive. Briefly describe proactive and reactive motives by completing Table 6 and Table 7

Table 6

Characterization of proactive motives of pharmaceutical companies entering the international market

Proactive motives start of activity	characteristic of the motive
Profit and growth	
Ambitions and focus of marketers	
Unique drug	
Foreign opportunities pharmaceutical markets	

Economies of scale Pharmaceutical production	
Tax and others financial benefits	

Table 7

**Characterization of reactive motives for the exit of pharmaceutical firms
to the international market**

Reactive motives of the beginning activity	characteristic of the motive
Unforeseen foreign orders	
Pressure from competitors	
Insufficient dimensions domestic market or	

decrease in activity in it	
Over production power	
Proximity of foreigners consumers	
Moral aging own drugs	

List of recommended literature:

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PRACTICAL CLASS № 2

Topic: Methods and forms of entering the international pharmaceutical market.

Goal: Consolidate theoretical knowledge about methods, models and forms of entering the foreign pharmaceutical market, directions of organization of joint pharmaceutical enterprises, features of planning and organization of the marketing service of an international pharmaceutical enterprise.

Basic concepts:

Export -this is the entry of the enterprise to the foreign market by sending medicines and selling them with the help of international marketing intermediaries (indirect export) or with the help of its own department, branch or representative office (direct export).

Export department - the simplest form of an international marketing organization, which consists of the head of the sales service and several of his assistants, who carry out the shipment of the company's medicines abroad.

Ethnocentric style of behavior in the international market- orientation of the pharmaceutical company to its domestic market (any activity on the international market is a continuation of operations on the national market).

Contract production- concluding an agreement between the enterprise and manufacturers on the foreign market for the release of its medicinal product.

Contract sales representatives-delegation of powers to sales representatives of one company to promote drugs of another company in a limited period of time.

Multichannel marketing pharmaceutical systems (BMFS)is a combination of pharmaceutical manufacturers, wholesale pharmaceutical companies and pharmacies, which cooperate as vertical and horizontal marketing systems for a fuller coverage of various markets.

Vertical integration in the international pharmaceutical market- this is the acquisition or inclusion in pharmaceutical enterprises of new market entities that are included in the technological chain of production before or after the production process, that is, the creation of vertical marketing pharmaceutical systems.

Vertical marketing pharmaceutical systems (VMFS) -it is a combination of a pharmaceutical manufacturer, wholesale pharmaceutical firms and pharmacies that cooperate as a single system. There are corporate VMFS (all distribution links are the property of one of its members), contractual VMFS (independent pharmaceutical companies are bound by contractual relations and coordinate their activity programs to jointly achieve better commercial results), managed (administrative) VMFS (pharmaceutical firms coordinate their activities thanks to economic power of one of the system participants or as a result of legislative regulation of the circulation of certain goods in the domestic market).

Domestic or national firm- there is no organized marketing activity abroad, sales are carried out with the help of international marketing intermediaries through indirect export.

Geocentric style of behavior in the international market- global experience of working on the international market, production of standardized drugs, global use throughout the world, promotion of sales everywhere taking into account local characteristics.

Global Marketing -the pharmaceutical company considers the whole world, including the domestic market, as a single sales territory.

Horizontal integration in the international pharmaceutical market is the process of uniting enterprises in one line of activity, i.e. creating a horizontal marketing pharmaceutical system.

Horizontal marketing pharmaceutical systems (HMPS)- is the union of two or more pharmaceutical enterprises (only manufacturers or only intermediaries) that direct their efforts to the effective use of marketing opportunities.

Diversification in the international pharmaceutical market is the process of covering such areas of activity that are not directly related to the main activity of the pharmaceutical enterprise.

Licensing- a method of entering the foreign market, in which the enterprise enters into an agreement with the licensee in the foreign market, giving him the right to use the production technology, trademark, patent, trade secret, etc. for an appropriate fee or license fee.

Licensee— a pharmaceutical enterprise that uses the production technology, trademark, patent, trade secret, etc. of another enterprise for an appropriate fee or license fee.

Licensor – a pharmaceutical enterprise that granted another enterprise the right to use a production technology, trademark, patent, trade secret, etc. for an appropriate fee or license fee.

Matrix of the position of the pharmaceutical enterprise in international competition- characteristics of international enterprises according to the ratio "geographic spread - strength of the "pharmaceutical portfolio". The best position on the international market is, of course, for pharmaceutical firms that belong to the group of "kings", which gives them the opportunity to expand entrepreneurship (both indicators are high). The worst position is among the "average" ones, which require a niche marketing strategy (both indicators are low). "Barons" (power - high, prevalence - low) have the possibility of expansion, but are concentrated in a limited number of countries. "Crusaders" (power is low, prevalence is high) although they work in many countries, but their position is vulnerable due to the weakness of the pharmaceutical "portfolio".

International Department -a form of international marketing organization, according to which specialists in marketing, production, planning and personnel make up functional divisions according to a geographical or product feature, or an international branch that takes responsibility for its own sales and profits.

International Marketing -the pharmaceutical enterprise fully connects its activities with foreign markets.

Irregular marketing abroad - by means of direct export, temporary surpluses of medicinal products obtained due to the difference in the levels of production or demand on the domestic and foreign markets are realized.

Polycentric style of behavior in the international market- anticipation of work experience in foreign markets, between which there are few similarities, as a result of which it is necessary to adapt one's activities to the individual requirements of each market.

Direct investment- the creation of new production facilities or the purchase of an existing pharmaceutical enterprise abroad.

Regionally centric style of behavior in the international market - good knowledge of markets, their features within the region (there is a lot in common between markets - a single program of the marketing complex for the entire market, etc.).

Regular marketing abroad -the production facilities of the pharmaceutical company work exclusively to meet the needs of foreign markets through direct and indirect export. However, the main task of the company still remains to meet the needs of the domestic market.

Joint business activity-merging of enterprises with foreign firms for the production or sale of certain drugs.

Condominium-joining efforts of one enterprise with foreign investors to create joint ventures.

Joint venture- is an enterprise organized from the foreign and Ukrainian sides by both legal and natural persons. Characteristic features are joint capital, joint management, joint distribution in defined profit and risk ratios.

Co-marketing-an agreement between two companies on the joint promotion and distribution of certain drugs in separate markets.

Transnational organization -the highest form of an international organization, in accordance with which the company's top management and staff plan the production of medicines or production facilities, marketing policy, material, information and financial flows on a global scale. Transnational functional units report directly to the president or to the chairman of the executive committee of the pharmaceutical company.

Contract management is a process when a local pharmaceutical firm provides management know-how to a foreign enterprise, the latter, in turn, provides capital, i.e. the firm exports management services rather than goods.

License price- is the licensor's share in the licensee's profit.

Equipment: Microsoft Teams software, discipline workshop, presentations.

List of questions for determining the initial level of knowledge:

What are the methods of entering the foreign pharmaceutical market?

3. What are the directions of the organization of joint pharmaceutical enterprises?
4. What are the characteristics of the main indicators of models of entering the foreign market?
5. What are the forms of implementation of international pharmaceutical marketing?
6. How are pharmaceutical companies classified according to the style of behavior in the international market?
7. What are the concepts of international pharmaceutical marketing?
8. What are the features of marketing planning of an international pharmaceutical firm?
9. What are the principles of international market segmentation?

10. What are the approaches to the organization of the marketing service of an international pharmaceutical firm?

Task 1. Schematically imagine the stages of exit of a pharmaceutical company to the international market.

Task 2. Entering the national markets of other countries with its medicinal products, the company may face certain trade restrictions, namely of a precautionary and behavioral nature. Outline possible trade restrictions when entering the foreign pharmaceutical market and give a brief description of them.

Trade restrictions when entering the international market

market



**Limitation
of preventive behavior
the nature of the character**

Limitation

Task 3. Suggest a way to organize international marketing for the following pharmaceutical companies.

Table 8

Organization of international marketing

Pharmaceutical firm	Characteristics of activity	Method of organization of international marketing
Pharmaceutical company "DragPharm"	Releases and implements wide range over-the-counter and prescription drugs all over the world	
Pharmaceutical company "Pharmsvet"	Created in Hungary joint venture for packing own products, selling its drugs in the countries of Eastern Europe, Germany and Poland	
State Enterprise "Leknational"	Produces comparatively small assortment LZ also partially implements	

	them in the countries of Eastern Europe	
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Task 4. Carry out a comparative analysis of various forms of joint entrepreneurial activity (Table 9). At the same time, use a list of the following characteristics:

- lagging behind NTP (scientific and technical progress);
- loss of potential profit;
- loss of absolute control over production;
- income comes immediately;
- conflicts between representatives of different countries (especially when dividing profits);
- ease of entering the market of another country;
- less contact with production on the national market;
- minimal risk;
- low risk;
- little risk;
- the ability to cover the lack of resources;
- a large staff of managers is required;
- limitation of the rights of one party in favor of another;
- emergence of competitors;
- the profit from the license will mainly go to the licensee, not to the licensor;
- acquisition of experience and image;
- ease of entering the foreign market;
- reduction of costs for R&D and R&D (research and development work)
- reducing access to the market;
- slowing down of own development.

Table 9

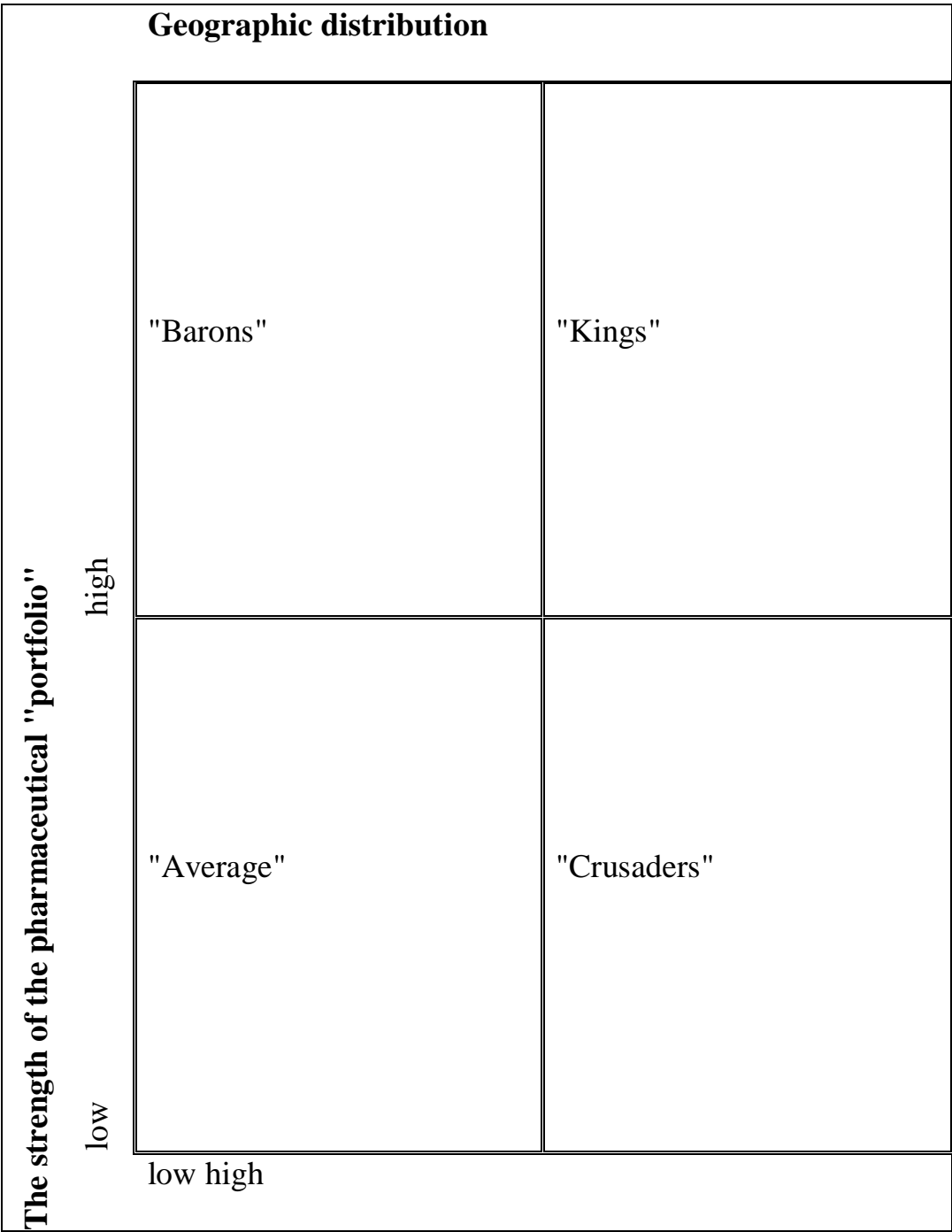
Comparative analysis of forms of joint entrepreneurial activity

Exit methods to the international pharmaceutical market	Advantages	Disadvantages
Licensing		
Contract management		
Contract production		
Joint venture		

Task 5. Using the position matrix in international competition, evaluate the status of three pharmaceutical enterprises under the condition:

Company name	Market share (%)	Number of developing countries
Company "A"	0.95	111
Company "B"	5.71	89
Company "B"	0.33	33
The company is the leader of the world market	7,10	205

Matrix of the pharmaceutical company's position in international competition



Conclusion: _____

Task 7. To conduct a comparative analysis of the methods of exiting the pharmaceutical enterprise of Ukraine to the foreign market. Enter the results in Table 11.

Table 11

Characteristics of methods of entering the foreign market

Indicator	Export	Common entrepreneurship	Direct investment
Involvement in the market			
Resource requirements			
CONTROL			
Flexibility			
Risk			
Positive and negative sides of the chosen strategy			
<i>Indicator level: “+” – low; “++” – average; “+++” - high</i>			

Conclusion: _____

Task 8. To substantiate the expediency of creating a joint pharmaceutical enterprise on the condition that:

No.=60,000 units/year - production volume

Ke=6% - export quota

Sn=52 thousand hryvnias. - circulation costs

Kval=26.05 hryvnias/\$ - exchange rate

Ndoh = 28% - income tax of the joint venture

At = 8% - depreciation rate

Zovn. = \$6/pack

Color = UAH 27.20/pack

Ukraine = 260 thousand UAH - the contribution of the Ukrainian participant

Iin.=\$35,000 - foreign participant's contribution

Table 12 presents the results.

Table 12

Results of substantiating the feasibility of creating a joint pharmaceutical enterprise

Indicator	Calculation
The share of the Ukrainian participant in the JV: $\gamma = I_{ukr.} \cdot 100 / (I_{ukr.} + I_{in.} \text{ (in UAH)}) =$	

Annual amount of amortization deductions: $A = (I_{ukr.} + I_{in.} \text{ (in UAH)}) \cdot O_n \text{ (in unit)} =$	
Monthly net income: $P_{urhist.} = [N_o \cdot (1 - K_e \text{ (in unit)}) + N_o \cdot K_e \text{ (in units)} \cdot Z_{ovn.} \text{ (in hryvnias)} - S_n - AND] \cdot (1 - N_{doh} \text{ (in units)}) =$	
Profitability of the joint venture: $R_{in.} = (P_{urification} + A) \cdot 100 / (U_{kr.} + I_{in.} \text{ (in UAH)}) =$	
Profitability for the Ukrainian participant: $R_{ukr.} = P_{rchist.} \cdot (1 - N_{doh} \text{ (in unit)}) / I_{ukr.} =$	
Currency payback condition: $Very\ clean \cdot (1 - \gamma_{(in\ units)}) / Qual. < N_o \cdot K_e \text{ (in units)} \cdot Z_{ovn.} \text{ (in hryvnias)}$	

Conclusion: _____

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Main:

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 14. WHO [E-resource]. - Access: <https://www.who.int>

PRACTICAL CLASS № 3

Topic: International marketing complex: product, price and communication policy.

Goal: Consolidate theoretical knowledge about product policy on the foreign pharmaceutical market, prevention of the purchase of falsified medicinal products, peculiarities of setting prices for international medicinal products.

Basic concepts:

The invention of a novel drug- this is the creation of a completely new medicinal product to meet a need that exists in another country (progressive invention), or the renewal of the release of a drug in forms that existed before, which are well adapted to meet the needs of the population of one or another country (regressive invention).

Reference pricing - a mechanism for indirect regulation of drug prices and intended to reimburse the cost of certain (usually prescription) drugs. If the registered price exceeds the reference price, the difference is paid by the patient.

The life cycle of a medicinal product is the duration of the drug's presence on the pharmaceutical market. It consists of five qualitatively different stages: the creation and development of the drug, bringing it to the market, growth, maturity and saturation, decline and withdrawal from the market. For certain medicinal products, the stage of revival, which occurs after the stage of maturity and saturation, is also relevant.

The method of ensuring the target profit on invested capital- a pharmaceutical company seeks to set a price that will allow it to cover all costs and obtain the planned rate of return on invested capital.

Method of allowances- the price of the medicinal product is determined by adding a certain allowance to the costs of its production and sale.

The pricing model in international pharmaceutical marketing, focused on production costs -includes the mark-up method or the “cost per drug unit plus target profit (in absolute or percentage)” method, and the target profit pricing method.

The demand-oriented pricing model in international pharmaceutical marketing -comes from an assessment of the demand for medicines and the trend of its change.

The pricing model in international pharmaceutical marketing, focused on industry competition -takes into account the differentiation of drugs by quality at a price level slightly higher or lower than the price of the leading competitor.

An illegal copy of a generic drug with an insufficient amount of active substances -a counterfeit of a drug of a legal manufacturer, which is made with an insufficient amount of active ingredients and does not provide the desired therapeutic effect.

An illegal copy of the original medicinal product -a biologically equivalent analog of the original medicinal product, which fully meets the requirements of the analytical regulatory documentation, provides the necessary therapeutic effect, but

entered circulation in violation of the requirements of the legislation on the protection of industrial property rights.

A complete counterfeit of a medicinal product -intentional and fraudulent inconsistency regarding labeling, composition, ingredients, their quantity, manufacturer, as well as packaging of the medicinal product.

Distribution of the medicinal product in an unchanged form - this is the manufacture and sale of the drug for various foreign markets without changes.

Best-selling drugs(blockbusters) - medicinal products, the annual sales of which exceed 1 billion dollars. USA.

Adjustment of medicines or medical productsis to change them to better suit local conditions or the needs of foreign markets.

Registration of prices in international marketing -based on a comprehensive evaluation of the drug and establishing the maximum level of the wholesale or retail price for

this drug for a certain period - for a fixed period of time (for example, one year) or until the approval of the relevant statement of the manufacturer with the competent authorized body.

The strategy of "removing the cream"- setting at the beginning of the development of the market of original drugs that have no analogues, high prestigious prices, which make them attainable only for consumers with a high level of wealth. After the first wave of sales slows down, the prices are gradually reduced, which makes it possible to gradually involve more and more market segments in the purchase of the medicinal product.

Strategy of "prestigious" prices- setting high prices by the company, which consumers associate with the high quality and effectiveness of the medicinal product.

Market penetration strategyis a strategy of setting relatively low prices for medicinal products by manufacturers who are just starting their activities or mastering a new market segment.

Strategy of discriminatory prices- sale of a medicinal product at constant costs at two or more different prices.

Pricing strategy is the choice of the possible dynamics of changes in the initial price of the medicinal product in market conditions, which corresponds to the goals of the pharmaceutical company.

Falsification of medicines- this is a deliberate and deceptive labeling discrepancy regarding the composition and/or manufacturer of the final medicinal product or ingredients prior to its production.

Falsified substitute drug -substitution of a drug of a legal manufacturer, which contains active ingredients of a different pharmacological action and does not provide the therapeutic effect specified in the instructions for use of this drug.

Falsified placebo drug -a counterfeit of a drug of a legal manufacturer that does not contain active ingredients.

Equipment: Microsoft Teams software, discipline workshop, presentations.

List of questions for determining the initial level of knowledge:

1. What are the possible solutions regarding international drugs?
2. What problems are characteristic of the international drug policy?
3. What is the essence of falsification of medicines?
4. What are the classification signs of falsification of medicinal products?
5. What are the reasons for the appearance of falsified medicines?
6. What is the essence of the problems of setting prices for international medicines?
7. What does the process of developing an international price policy look like?
8. What is the role of trade terms "Incoterms" in determining the customs value of drugs?
9. What is the role of state administration in regulating prices on foreign markets?
10. What are the main results of state price regulation?

Task 1. To carry out and characterize the results of a matrix analysis of the price and sales policy of pharmaceutical companies on the Ukrainian market in

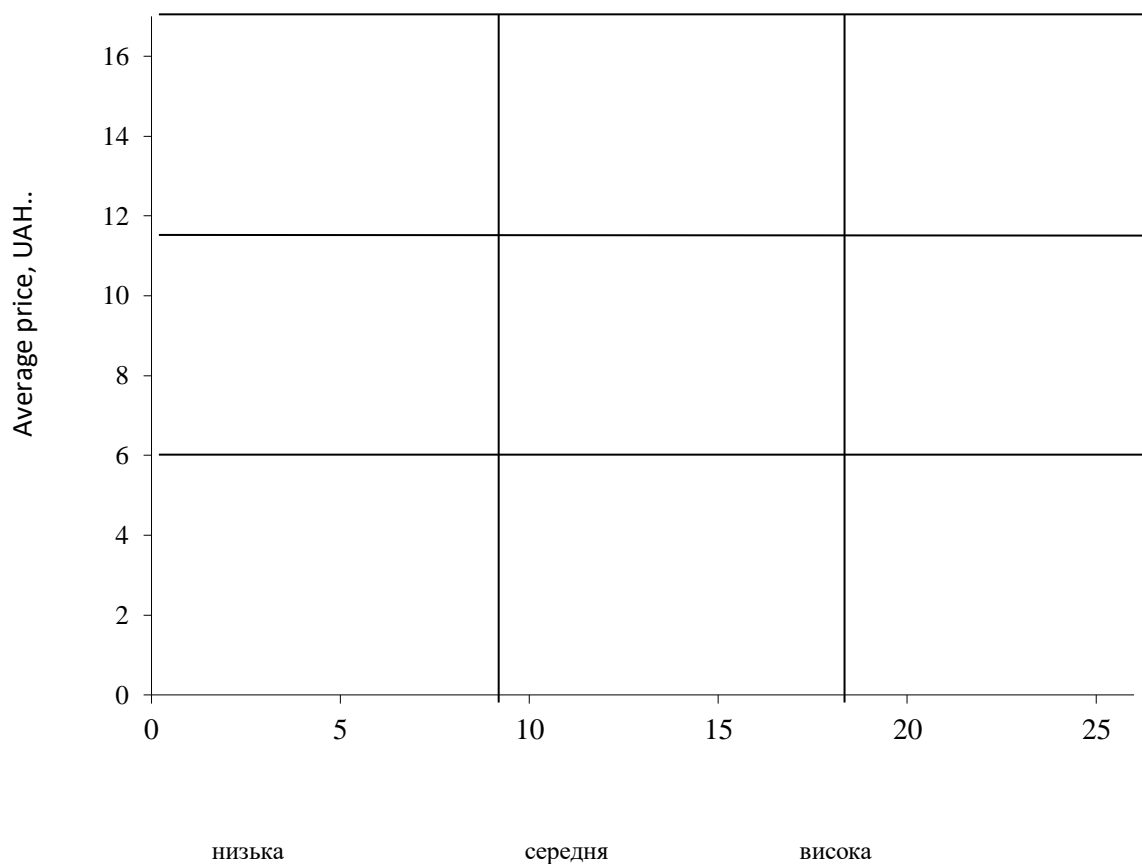
relation to the antibacterial drug tinidazole table. 500 mg #4. In the decision process, use auxiliary table 14.

Table 14

The results of the analysis of the price and sales policy of foreign pharmaceutical companies on the Ukrainian market

The name of the medicinal product	Pharmaceutica l manufacturing company	Intermediary firm	price offer, UAH	Average wholesale price, liquidity ratio

Matrix "average wholesale price - distribution channel width"



Conclusions:

Task 2. For which product is it advisable for the company to reduce prices in order to increase sales in market A: if the elasticity of demand for product X is 102%, and for product Y - 120%? Explain your decision.

Conclusions:

Task 3. Determine the total capacity of the drug market of the city X of one of the foreign countries, if it is known that its population in 2018 was 16,500 people. Per capita income for the year is \$8,000. The share of drug costs per person is 0.14. In addition to our company, there are three more competitors operating on the market.

Also determine the market share of the Russian firm Y, if it is known that its sales for the same year amounted to \$3,696,000. Find the average sales volume of each competing firm.

Conclusions: _____

Task 4. Specialists of the department of marketing research and information of the pharmaceutical enterprise "Pharmlife" analyzed that at the price of 38 u.o. the volume of demand for the drug "Khilak" is 280 thousand units, and at a price of 34 u.o. demand increases to 300,000 units. Calculate the coefficient of elasticity of demand for the drug "Khilak", on the basis of the obtained value of the coefficient,

Conclusions: _____

List of recommended literature:

Main:

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PRACTICAL CLASS № 4

Topic: Principles of product distribution in international marketing

Goal: Consolidate theoretical knowledge about the channels and integration processes in the international distribution and transportation of medicines, as well as the directions and approaches of the promotion of medicines on the international market.

Basic concepts:

Vertical integration in the international pharmaceutical market - creation of vertical marketing pharmaceutical systems by acquisition or inclusion of new pharmaceutical enterprises

market entities that are part of the technological chain of production before or after the production process.

Horizontal integration in the international pharmaceutical market - unification of enterprises in one branch of activity, i.e. creation of a horizontal marketing pharmaceutical system with the aim of strengthening the position of a pharmaceutical firm by absorbing competitors or establishing control over them.

Diversification in the international pharmaceutical market - coverage of such areas of activity that are not directly related to the main activity of the pharmaceutical enterprise.

Elements of the international environment that influence the advertising activity of international pharmaceutical enterprises - the language of a specific country; role and attitude to advertising in society; availability and availability of

mass media; government control over advertising; the level of competition in the pharmaceutical market; availability of advertising agencies. Marketing or distribution methods are activities that make the medicine available to target consumers.

Promotion methods or marketing communications- activities aimed at the firm's dissemination of information about the drug and convincing target consumers of the feasibility of its purchase.

Directions of information and advertising work on the international market - this attracting attention and interest to the name of the (especially branded) medicinal product, its quality characteristics, terms of sale, as well as to individual manufacturers and their intermediaries who supply goods to the foreign market, emphasizing its quality and cheapness in comparison with analogues of other suppliers.

Customized marketing complex- is an international marketing strategy for adapting all or individual elements of the marketing complex to each specific segment of the international pharmaceutical market, which leads to an increase in the cost of medicines, but gives

the possibility of covering a significant share of the pharmaceutical market and high profits.

Transport corridor are several types of transport that provide traffic flows of one direction with appropriate service and infrastructure. In the transport hubs of these corridors, terminal complexes are being created, which carry out not only transportation, cargo handling or customer search, but also testing and certification of products.

Ways of horizontal integration in the international pharmaceutical market - absorption or acquisition by large pharmaceutical companies of small or medium-sized firms; merger of pharmaceutical companies with equal market power; partnership agreements, unions, strategic alliances; acquisition by pharmaceutical companies of biotechnological firms or the conclusion of agreements with them on joint activities or drug licensing.

Equipment: Microsoft Teams software, discipline workshop, presentations.

List of questions for determining the initial level of knowledge:

1. What is the peculiarity of international distribution channels?
2. What are the directions of horizontal integration in the international pharmaceutical market
3. What are the characteristic features of vertical integration and diversification in the international pharmaceutical market?
4. How is the transportation of medicines carried out abroad?
5. What are the directions and approaches to the promotion of medicines on the international market?
6. How is a positive image of a pharmaceutical company created on the foreign market?
7. What are the peculiarities of the regulation of advertising of medicinal products for the population in the EU countries.

Task 1. Carry out a comparative analysis of different types of transport (table 15). At the same time, use a list of the following characteristics:

- ✓ High cost, small batch size, dependence on weather conditions;
- ✓ High cost, limited routes, dependence on weather conditions;
- ✓ Low cost, large batches, variety of goods;
- ✓ Slowness, limited flexibility, limited shipment frequency;
- ✓ Slowness, limited routes and frequency of transportation;
- ✓ Variety of routes, large batches, variety of transported goods;
- ✓ Speed, timeliness, variety of routes, frequent shipments;
- ✓ Speed, frequent shipments, reducing the risk of spoilage of goods.

Table 15

Characteristics of different types of transport

Type of transport	Advantages	Disadvantages

1. Automotive		
2. Railway		
3. Air		
4. Water		

Task 2. Give a comparative description of the agent, consignor and distributor using the following indicators - see table 2.1.

Characteristics of pharmaceutical product intermediaries

	Indexes	Agent	Distributor	Consignor
1.	Ownership of goods			
2.	Form of reward			
3.	Participation in advertising			
4.	Availability of pharmacies			
5.	Formation price policy			
6.	Possibility involving agents			

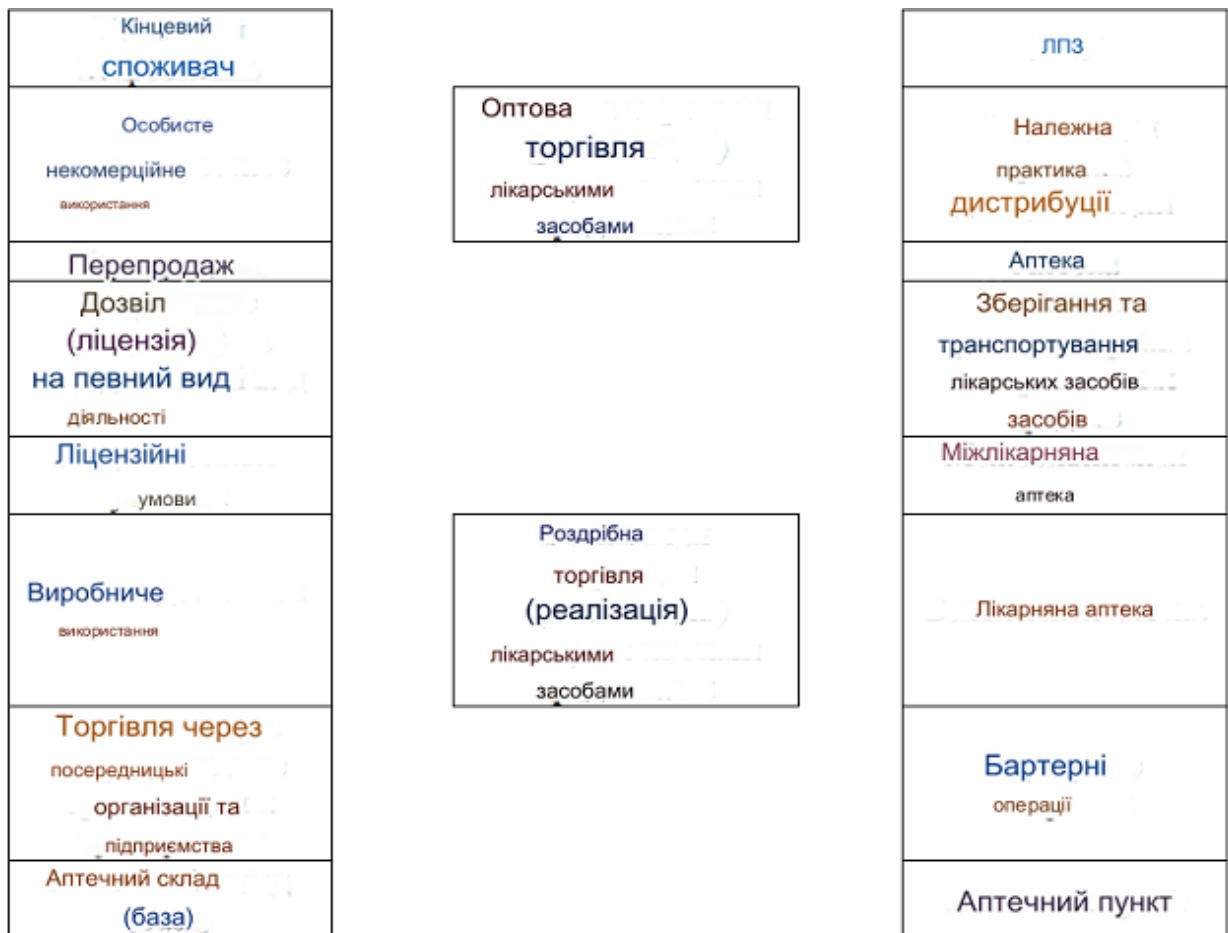
Task 3. The pharmacy company intends to purchase 500 packages of the drug - Festal - neo 10,000 tablets. No. 20. Given different payment terms, determine the possible retail price and profit from the sale of this drug. The supplier states in the

"Delivery Agreement": the selling price of 1 pack. - UAH 119 70 kopecks Enter the results in the table. 2.2.

Source data on payment terms and calculation of possible free retail price and sales revenue

	Payment term	Additional discounts	Trading mark-up in the drug-store	It is possible retail price	Income from sales
1.	Prepayment	15%	25%		
2.	During 10 calendar days	10%	25%		
3.	During 20 calendar days	5%	25%		
4.	During 30 calendar days	--	25%		
5.	When purchasing a batch of goods over 600 pcs.	2%	25%		

Task 4.Select the appropriate elements of the characteristics of wholesale trade (sale) of medicinal products and retail trade (sale) of medicinal products by combining the necessary elements with these definitions (Fig. 2.1).



Мал. 2.1. Елементи характеристики оптової та роздрібно́ї торгівлі (реалізаці́ї) лікарськими засобами

Task 5.Collect, analyze and summarize the texts of advertising appeals for a new drug produced by various pharmaceutical companies. Compare and evaluate the effectiveness of advertising appeals according to the following points:

- from the design and external design, the presence of a slogan;
- according to the compliance of the advertising content with generally accepted standards;
- in the absence of unsubstantiated statements regarding quality characteristics of the drug;
- by completeness of information (list the main parts of advertising

address, indicate their address).

To conclude the advantages of each of the advertising appeals. Record the results in the table. 4.3

Evaluation of the effectiveness of advertising appeals

Item	Advertising appeal drug No. 1	Advertising appeal drug No. 2
AND		
B		
IN		
G		
Results:		

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 15. FDA [E-resource]. - Access: <https://www.fda.gov>
 16. WHO [E-resource]. - Access: <https://www.who.int>

PRACTICAL CLASS № 5

Topic: Representative offices of pharmaceutical enterprises are an important subject of the international pharmaceutical market.

Goal: Consolidate theoretical knowledge about the specific features of the work of representative offices of foreign pharmaceutical enterprises.

Basic concepts:

ABC analysis -assignment of doctors to one or another group according to the reaction to the innovation. Group A are innovative doctors, group B are pragmatists, and group C are conservatives.

XYZ analysis- assignment of doctors to one or another group according to the frequency and order of prescription of drugs of a specific company, adherence to drugs-analogues. Group X are doctors who prescribe drugs of a specific company often, first of all, sometimes use analogues; group Y - prescribed in individual cases, secondarily, analogues are often used; group Z – tried to use the company's drugs (or its specific drug), thirdly, supporters of analog drugs.

Group of registration of a representative office of a pharmaceutical enterprise- carries out registration of medicinal products, interaction with structural units of health care and clinical centers.

Marketing group of a representative office of a pharmaceutical company- analyzes data on morbidity, assesses the saturation of the market with analogue drugs and forecasts the sales volume;

A group of medical representatives and product managers representatives of the pharmaceutical company - carry out their own promotion of medicines, participate in the implementation of national and regional programs related to public health protection.

Representative offices of pharmaceutical enterprises– structural subdivisions of pharmaceutical manufacturers, which act as a communication intermediary between the founding company and relevant state bodies, wholesale and retail pharmaceutical enterprises, as well as consumers (organizations and the population).

Product principle of operation of representative offices of pharmaceutical companies - specialization of representatives in certain groups of medicines.

Consumer principle of operation of representative offices of pharmaceutical companies- this is the specialization of the work of the representative office for individual consumers (wholesale firms, pharmacies, medical and preventive institutions, patients).

Territorial principle of operation of representative offices of pharmaceutical companies- the simplest way of building a job, according to which a representative or a representative office with exclusive service rights is assigned to a certain territory.

Promotion technologies in the work of medical (sales) representatives -sales orientation, which involves the use of persuasion techniques, and consumer orientation, which consists in identifying his needs and finding ways to satisfy them that are profitable for the manufacturer and counterparties.

Equipment: Microsoft Teams software, discipline workshop, presentations.

List of questions for input control:

1. What are the features of the structure of representative offices of pharmaceutical companies?
2. What are the principles of workrepresentative offices of pharmaceutical companies?
3. What is the essence of traditional methods in the work of representative offices?
4. What are the new forms of drug market introduction?
5. What are the peculiarities of staffing of representative offices of pharmaceutical companies?
6. What are the directions of adaptation of representative offices to the conditions of the domestic pharmaceutical market?
7. What are the characteristics of personal selling?
8. What is the essence of promotion technologies in the work of medical (sales) representatives?
9. What are the features of using ABC and XYZ–analysis for the selection of doctors?
10. How is the effectiveness of the work of medical (sales representatives) assessed?
11. What are the negative points in the work of representative staff?
12. How is the training of representative personnel carried out?
13. What is the practice of hiring temporary medical (sales) representatives?

Task 1. Conduct an analysis of the employer's requirements for the position of medical representative. Analyze three vacancies. To complete the task, use the job search site work.ua <https://www.work.ua/?setlp=ua>

	The company name	Requirements for the applicant for the position
Employer #1		
Employer #2		
Employer #3		
Results:		

Task 2.Based on ABC and XYZ–analysis to identify promising doctors for active and close cooperation with the representative office of a foreign pharmaceutical company, provided that the medical representative of this company, after visiting ten doctors, made the following conclusions:

doctor I accepts innovations in health care after careful study and prescribes drugs of the analyzed pharmaceutical company in individual cases, secondarily;

doctor II actively responds to innovations in health care and has only tried to use the drugs of the analyzed pharmaceutical company;

doctor III accepts innovations in health care after they become traditional, and prescribes drugs of the analyzed pharmaceutical company in individual cases, secondarily;

doctor IV accepts innovations in health care after careful study and only tried to use the drugs of the analyzed pharmaceutical company;

doctor V accepts innovations in health care after careful study and prescribes drugs of the analyzed pharmaceutical company in the first place;

doctor VI actively responds to innovations in health care and prescribes drugs of the analyzed pharmaceutical company in individual cases, secondarily;

the VII physician accepts health care innovations after they become mainstream and often prescribes drugs from the analyzed pharmaceutical firm;

doctor VIII accepts innovations in health care after careful study and prescribes drugs of the analyzed pharmaceutical company in the first place;

doctor IX accepts innovations in health care after they become traditional, and use the drugs of the analyzed pharmaceutical firm only tried;

doctor X accepts innovations in health care after they become traditional, and prescribes drugs of the analyzed pharmaceutical company in individual cases, secondarily.

**Matrix representation of integrated ABC/XYZ–analysis
regarding the choice of doctors**

AX ()	AY ()	A.Z ()
BX ()	<i>BY</i> ()	BZ ()
CX ()	CY ()	CZ ()

Conclusion:

Task 3. To evaluate the effectiveness of the work of medical representatives of a foreign pharmaceutical company on the condition that one of them contacted 13 doctors last year, 25 this year, among them 11 for the first time. For another representative, these indicators were 21, 33, 16, respectively.

$$Пл = (K_m - K_b) \div K_m \times 100,$$

where K_m - the number of doctors in the last year;

K_b - the number of doctors in the current year, excluding clients who appeared this year.

P11 =

P12 =

Conclusion:

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