

Summary of the working program of the academic discipline

«PHARMACEUTICAL MARKETING»

General Educational Program of higher education (specialist's degree programs): 33.05.01
Pharmacy

Department: *Management and Economics of Pharmacy and Pharmaceutical Technology*

1. The purpose of mastering the discipline – participation in forming the following competencies:

- universal competencies (UC-9 (9.1-9.2));
- professional competencies (PC-5 (5.1)).

2. Position of the academic discipline in the structure of the General Educational Program (GEP)

2.1. The discipline refers to the part formed by the participants of educational relations of Block 1 of GEP HE (B1.PER.E.3).

3. Deliverables of mastering the academic discipline and metrics of competence acquisition

Mastering the discipline aims at acquiring the following universal (UC) and professional (PC) competencies:

№	Competence code	The content of the competence (or its part)	Code and name of the competence acquisition metric	As a result of mastering the discipline, the students should:		
				know	be able to	possess
1.	UC-9	Able to make informed economic decisions in various areas of life	UC-9.1. Knows the main points and methods of economic science and management, their legal reflection and provision in the Russian legislation; the current state of the world economy and the peculiarities of the functioning of Russian markets; the role of the state in coordinating long-term and short-term economic interests of societies. UC-9.2. Uses economic knowledge to understand the driving forces and patterns of the historical process, to analyze socially significant problems and solve social and professional tasks.	<ul style="list-style-type: none"> – the concept of use value, consumer properties of drugs and other pharmaceutical products and factors affecting them – methods of analysis of the range of drugs and other pharmaceutical products – methods for determining the need and demand for various groups of drugs and other pharmaceutical products – methods of marketing research of the pharmaceutical market – basic marketing strategies 	<ul style="list-style-type: none"> – apply in practice the methods and techniques of marketing analysis in the system of drug supply to the population, medical and other organizations – make reasonable economic decisions when carrying out activities in the field of circulation of medicines; – determine the demand and demand for different groups of pharmaceutical products – use the principles of merchandising and methods of promoting sales of pharmacy products – develop measures to improve the efficiency of 	<ul style="list-style-type: none"> – business risk assessment skills – skills in making informed economic decisions in the implementation of activities in the field of circulation of medicines; – skills in conducting segmentation of the pharmaceutical market and the implementation of the selection of target segments – methods of studying demand, forming an assortment and forecasting the need for medicines and other pharmaceutical products – planning and conducting marketing research of the pharmaceutical

					<p>pharmaceutical organizations</p> <ul style="list-style-type: none"> – plan and conduct marketing research of the pharmaceutical market – use basic marketing strategies when developing an organization's marketing plan 	<p>market</p> <ul style="list-style-type: none"> – skills in the use of basic marketing strategies in the development of a marketing plan for a pharmaceutical organization
2.	PC-5	Able to take part in planning and organizing the resource provision of a pharmaceutical organization	PC-5.1. Determines the economic indicators of inventories of medicines and other pharmacy products	<ul style="list-style-type: none"> – the concept of use value, consumer properties of drugs and other pharmaceutical products and factors affecting them – methods of analysis of the range of drugs and other pharmaceutical products – methods for determining the need and demand for various groups of drugs and other pharmaceutical products – methods of marketing research of the pharmaceutical market – basic marketing strategies 	<ul style="list-style-type: none"> – apply in practice the methods and techniques of marketing analysis in the system of drug supply to the population, medical and other organizations – make reasonable economic decisions when carrying out activities in the field of circulation of medicines; – determine the demand and demand for different groups of pharmaceutical products – use the principles of merchandising and methods of promoting sales of pharmacy products – develop measures to improve the efficiency of pharmaceutical organizations – plan and conduct marketing research of the pharmaceutical market – use basic marketing strategies when developing an organization's marketing plan 	<ul style="list-style-type: none"> – business risk assessment skills – skills in making informed economic decisions in the implementation of activities in the field of circulation of medicines; – skills in conducting segmentation of the pharmaceutical market and the implementation of the selection of target segments – methods of studying demand, forming an assortment and forecasting the need for medicines and other pharmaceutical products – planning and conducting marketing research of the pharmaceutical market – skills in the use of basic marketing strategies in the development of a marketing plan for a pharmaceutical organization

4. Volume of the academic discipline and types of academic work

Type of educational work	Labor intensity		Labor intensity (AH) in
	volume in	volume in	

	credit units (CU)	academic hours (AH)	semesters
			8
Classroom work, including	0,61	22	22
Lectures (L)	0,17	6	6
Laboratory practicum (LP)*	Laboratory practicums are not stipulated		
Practicals (P)	0,5	18	18
Seminars (S)	Seminars are not stipulated		
Student's individual work (SIW)	0,33	12	12
Mid-term assessment			
credit/exam (<i>specify the type</i>)			credit
TOTAL LABOR INTENSITY	1	36	1

5. Sections of the academic discipline and competencies that are formed when mastering them

№	Competence code	Section name of the discipline	The content of the section in teaching units
1	UC-9 PC-5	Theoretical Foundations of Pharmaceutical Marketing	<p>Marketing: different approaches to the definition of the concept of "marketing", the purpose and objectives of marketing. The importance of marketing for the functioning of the organization in market conditions.</p> <p>Pharmaceutical marketing. Factors that determine the specific features of pharmaceutical marketing. Marketing functions.</p> <p>Basic categories of marketing: need, need (primary, secondary), demand, consumption.</p> <p>Factors affecting the consumption of pharmacy products (in scale, in the direction of impact, in content).</p> <p>Directions of studying the demand for pharmacy products. Classification of types of demand by degree of satisfaction; depending on the demand generator; depending on the state of the market; trends; forms of education; according to purchasing intentions.</p> <p>The concept of marketing, the main stages of the evolution of the concept of marketing.</p> <p>Characteristics of production, commodity, marketing concepts; the concepts of traditional marketing, social and ethical marketing and relationship marketing.</p> <p>Basic principles of marketing.</p> <p>Forms of marketing in the context of the size of the target group, in the context of the state of demand (balance of supply and demand).</p> <p>Marketing complex. Characteristics of the elements of the marketing complex 4P, 7P, 4C, SIVA.</p>
2	UC-9 PC-5	Methodological foundations of marketing research of the pharmaceutical market	<p>The concept of marketing information, target markets. A set of requirements for marketing information. Structure of marketing information.</p> <p>Elements of IIAs, their characteristics. Use of ERP and CRM systems, external and internal, open and closed sources to obtain marketing information. The difference between marketing research and simple collection and processing of</p>

			<p>information.</p> <p>The concept of marketing research. The main directions and objects of marketing research. The difference between marketing research and marketing analysis (market research).</p> <p>Subjects of marketing research. Classification of marketing research depending on the subject of research, their characteristics. The basic principles of marketing research: scientificity, consistency, complexity, efficiency.</p> <p>State regulation and ethical standards for conducting marketing and sociological research. Fundamental principles of the International Code ICC/ESOMAR.</p> <p>Approaches to the classification of marketing research methods. The concept and examples of general scientific and special methods. What are the methods of sociological research? The difference between the methods of sociological research and expert assessments.</p> <p>The concept of primary and secondary data in the context of marketing research, their classification. Methods of obtaining actual data (primary and secondary) and their characteristics.</p> <p>Classification of marketing research methods on the basis of the use of primary and secondary information. Characteristics and scope of application of continuous and selective research. Characteristics and scope of application of the "experiment" method.</p> <p>Field and laboratory, single-factor and multifactorial. Characteristics and scope of application of the "observation" method. Participatory and simple, field and laboratory, structured and free, open and hidden, direct and indirect observation.</p> <p>Characteristics and scope of application of the "survey" method. Expert and consumer, individual and group, single and reusable, oral and written, focus and panel survey.</p> <p>Classification of analytical research methods, their sources. Formalized and informal methods of document analysis. The essence of the content analysis method. General classification and characteristics of expert research methods.</p> <p>The main stages of marketing research, their brief description. Types of marketing research depending on the task being solved. Types of marketing research, depending on the goal pursued. Features of the formation of the sample depending on its type.</p>
3	UC-9 PC-5	Key Marketing Strategies	<p>The concept of marketing strategy, its tasks. The main stages of developing a marketing strategy, their brief description.</p> <p>The concept and structure of the marketing environment, the characteristics of its main elements. PEST/PESTEL-analysis as a tool for situational analysis of the marketing environment. SWOT analysis as a tool for situational analysis of the marketing environment. Practical application of the SWOT analysis matrix.</p> <p>Marketing strategy: concept, classification. Examples and characteristics of basic marketing strategies: leadership, differentiation, focus.</p>

			<p>Business portfolio of the organization, portfolio marketing strategies. Characteristics and principle of construction of the BCG matrix, the GE/McKinsey matrix, the Ansoff matrix.</p> <p>The BCG matrix, the characteristics of its main elements: market share, market growth rate, compliance with the stage of the life cycle, sales volume, profit level, marketing costs.</p> <p>Marketing decisions made with respect to these business units. The principle of building a business portfolio.</p> <p>Characteristics and principle of construction of the Ansoff matrix, its practical application of the matrix (goals, tools and risks of marketing strategies developed on its basis).</p> <p>Competitive strategy, competitive advantage. Common competitive Porter matrix. Classification of approaches to the development of a competitive marketing strategy, their brief characteristics.</p> <p>Marketing strategy: concept, classification. Examples and characteristics of global marketing strategies: internationalization, diversification, segmentation, globalization, cooperation.</p> <p>Segmentation strategy: market segmentation, market segmentation, purpose and segmentation criteria. Positive effect of market segmentation. Features of segmentation in the pharmaceutical market.</p> <p>Marketing strategy: concept, classification. Examples and characteristics of growth strategies.</p> <p>The main stages of developing a marketing strategy.</p> <p>Evaluation of the effectiveness of marketing strategies, marketing control.</p>
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