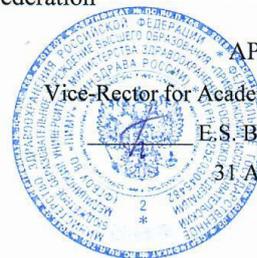


Federal State Budgetary Educational Institution of Higher Education
"Privolzhsky Research Medical University"
Ministry of Health of the Russian Federation



APPROVED

Vice-Rector for Academic Affairs

E.S. Bogomolova

31 August 2021

WORKING PROGRAM

Name of the academic discipline: **PROMOTION OF GOODS IN THE PHARMACEUTICAL MARKET**

Specialty: **33.05.01 PHARMACY**

Qualification: **PHARMACIST**

Department: **MANAGEMENT AND ECONOMICS OF PHARMACY AND PHARMACEUTICAL TECHNOLOGY**

Mode of study: **FULL-TIME**

Labor intensity of the academic discipline: **36 academic hours**

Nizhny Novgorod
2021

The working program has been developed in accordance with the Federal State Educational Standard for the specialty 33.05.01 PHARMACY, approved by Order by Order of the Ministry of Science and Higher Education of the Russian Federation No. 219 of March 27, 2018.

Developers of the working program:

Maxim Alekseevich Mishchenko, PhD in pharmaceutical sciences, associate professor of the Department of management and economics of pharmacy and pharmaceutical technology.

The program was reviewed and approved at the department meeting (protocol No. 9 of 29.04.2021).

Acting head of the Department,
PhD in pharmaceutical sciences

29.04.2021


(signature)

I.V. Spitskaya

AGREED

Deputy Head of EMA ph.d. of biology _____ Lovtsova L.V.


(signature)

29.04.2021

1. The purpose and objectives of mastering the academic discipline PROMOTION OF GOODS IN THE PHARMACEUTICAL MARKET (hereinafter – the discipline):

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

- professional competence of PC-2 (2.5-2.6).

1.2. Tasks of the discipline:

1. Formation of basic, fundamental pharmaceutical knowledge in the specialty 33.0 5.01 Pharmacy.

2. Training of a specialist pharmacist with analytical thinking, well oriented in control-permitting and organizational-managerial activities in the field of circulation of medicines, having in-depth knowledge of related disciplines.

3. Formation of skills in mastering the latest technologies and techniques in the field of their professional interests.

4. Formation of competences of a specialist pharmacist in planning activities for the promotion of pharmacy products.

1.3. Requirements to the deliverables of mastering the discipline

As a result of completing the discipline, the student should

Know:

- the concept of use value, consumer properties of drugs and other pharmaceutical products and factors affecting them;

- methods for determining the need and demand for various groups of drugs and other pharmaceutical products;

- features of the economic behavior of organizations in the pharmaceutical market and promotion tools depending on these features;

- the specifics of the tools used to promote goods and services;

- classical and innovative technologies of sales and promotion of goods and services;

- legislative restrictions on instruments for promoting goods and services;

- the principles of choosing resources and means for promoting goods and services, taking into account the characteristics of the consumer;

the main approaches to creating an attractive image of pharmaceutical goods and services and positioning of pharmaceutical products.

Be able to:

- 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 stimulating the sale of pharmacy products;

- develop measures to improve the efficiency of pharmaceutical organizations, assess the conditions and consequences of decisions;

- coordinate the promotion strategy with the marketing strategy and with the overall strategy of the enterprise;

- analyze consumers and determine, depending on the type of consumers (market segment), the most effective methods of promotion;

- use market and competitor research data to develop a promotion program;

- use information and communication technologies to promote goods and services.

Possess:

- 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
- methods of choosing means of promotion, ways of assessing the effectiveness and efficiency of promotion tools.

2. Position of the academic discipline in the structure of the General Educational Program of Higher Education (GEP HE) of the organization.

2.1. The discipline refers to the part formed by the participants of educational relations of Block 1 of GEP HE (B1.PER.E.5).

The discipline is taught in the 9 semester/5 year of study.

2.2. The following knowledge, skills and abilities formed by previous academic disciplines are required for mastering the discipline:

- introduction to the specialty;
- economic theory;
- information support for the medicine lifecycle;
- psychology and pedagogy;
- communicative foundations of pharmaceutical activity;
- bioethics;
- information technologies in pharmacy;
- management and economics of pharmacy;
- pharmaceutical propaedeutic practice.

2.3. Mastering the discipline is required for forming the following knowledge, skills and abilities for subsequent academic disciplines:

- management and economics of pharmacies.

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

Mastering the discipline aims at acquiring the following professional (PC) competence

№	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.	PC-2	Able to solve the tasks of professional activity in the implementation of the release and sale of medicines and other products of the pharmacy	PC-2.5. Carries out pre-sale preparation, organizes and carries out the display of medicines and pharmacy assortment goods in the sales hall and (or) showcases of departments of the pharmacy organization PC-2.6. Uses modern technical means and digital technologies to	– the concept of use value, consumer properties of drugs and other pharmaceutical products and factors affecting them; – methods for determining the need and demand for various groups	– 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;	– 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

		range through pharmaceutical and medical organizations, incl. with the use of modern technical means and digital technologies	solve the tasks of professional activity in the implementation of the release and sale of medicines and other products of the pharmacy assortment through pharmaceutical and medical organizations	of drugs and other pharmaceutical products; – features of the economic behavior of organizations in the pharmaceutical market and promotion tools depending on these features; – the specifics of the tools used to promote goods and services; – classical and innovative technologies of sales and promotion of goods and services; – legislative restrictions on instruments for promoting goods and services; – the principles of choosing resources and means for promoting goods and services, taking into account the characteristics of the consumer; – the main approaches to creating an attractive image of pharmaceutical goods and services and positioning of pharmaceutical products.	– use the principles of merchandising and methods of stimulating the sale of pharmacy products; – develop measures to improve the efficiency of pharmaceutical organizations, assess the conditions and consequences of decisions; – coordinate the promotion strategy with the marketing strategy and with the overall strategy of the enterprise; – analyze consumers and determine, depending on the type of consumers (market segment), the most effective methods of promotion; – use market and competitor research data to develop a promotion program; – use information and communication technologies to promote goods and services.	implementation of the selection of target segments – methods of studying demand, forming an assortment and forecasting the need for medicines and other pharmaceutical products – methods of choosing means of promotion, ways of assessing the effectiveness and efficiency of promotion tools.
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4. 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	PC-2	Promotion of goods in the pharmaceutical market	Promotion of goods as an element of the marketing complex. The concept of product promotion, the prerequisites for intensifying the efforts of organizations to promote goods and services. The role and place of promotion of goods and services in the marketing activities of the organization. Promotion using information technologies and through the Internet (digital projects and digital promotion channels). Non-standard (non-traditional) methods of promoting goods and services.

		<p>Organization and management of the process of promoting goods and services. Budget promotion. Legal restrictions on the promotion of goods and services. Evaluation of the effectiveness of measures to promote goods and services.</p> <p>Features of promotion of goods and services in the pharmaceutical market.</p> <p>The purpose, objectives and functions of promotion of pharmacy products. Ethical aspects of the promotion of medicines from the manufacturer to the consumer.</p> <p>The main means and their role in the promotion of pharmacy products: advertising, propaganda (public relations), personal sales and (direct marketing), sales intensification (sales promotion). Promotion activities and their intensity at different stages of the life cycle of pharmacy products.</p> <p>Regulatory and legal regulation of advertising of pharmacy products. Psychological features of drug advertising. Planning and conducting an advertising campaign.</p> <p>Approaches to creating an attractive image of pharmaceutical products. The concept of a trademark, a trademark, a brand. Creation and promotion of a brand (brand management).</p> <p>Brand portfolio of an organization: a corporate trademark, an assortment brand (a product brand), a brand that motivates the purchase, a supporting brand, a "cash cow" brand, a strategic brand. Creation of a trademark. Positioning of pharmaceutical products.</p> <p>The main ways of presentation of pharmaceutical products. Basics of merchandising. Merchandising as a technology for promoting goods. Modern sales techniques: Dealing with objections.</p>
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5. Volume of the academic discipline and types of academic work

Type of educational work	Labor intensity		Labor intensity (AH) in semesters
	volume in credit units (CU)	volume in academic hours (AH)	
Classroom work, including			9
Lectures (L)	0,61	22	22
Laboratory practicum (LP)*	0,17	6	6
Practicals (P)	Laboratory practicums are not stipulated		
Seminars (S)	0,44	16	16
Student's individual work (SIW)	Seminars are not stipulated		
Mid-term assessment	0,39	14	14
credit/exam (<i>specify the type</i>)			credit
TOTAL LABOR INTENSITY	1	36	1

6. Content of the academic discipline

6.1. Sections of the discipline and types of academic work

No	Name of the section of the	Types of academic work* (in AH)
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	academic discipline	L	LP	P	S	SIW	total
1	Promotion of goods in the pharmaceutical market	6		16		14	36
	TOTAL	6		16		14	36

* - L – lectures; LP – laboratory practicum; P – practicals; S – seminars; SIW – student’s individual work.

6.2. Thematic schedule of educational work types:

6.2.1 Thematic schedule of lectures

No	Name of lecture topics	Volume in AH
		9
1.	Fundamentals of promotion as an element of marketing communications. Marketing offline and online communications in the marketing complex. Strategic planning of marketing communications: analysis of the market, competitors, target audience.	1
2.	Advertising as the basis of the complex of marketing communications. Peculiarities of advertising of pharmacy goods. BTL-communications as an important part of the system of marketing communications.	1
3.	Public relations as the basic image basis of a complex of marketing communications. Direct marketing.	1
4.	Personal selling as part of marketing communications. System of marketing communications in the digital environment.	1
5.	Approaches to creating an appealing image of pharmaceutical products. Creation and promotion of a brand (brand management) and trademark.	1
6.	Organization and management of the process of promoting goods and services. Evaluating the effectiveness of marketing communications: methods and tools.	1
	TOTAL (total – 6 AH)	6

6.2.2. The thematic plan of laboratory practicums

Laboratory practicums are not stipulated.

6.2.3. Thematic plan of practicals

No	Name of the topics of practicals	Volume in AH
		9
1.	Fundamentals of promotion as an element of marketing communications. Marketing offline and online communications in the marketing complex. Strategic planning of marketing communications: analysis of the market, competitors, target audience.	2
2.	Advertising as the basis of the complex of marketing communications. Peculiarities of advertising of pharmacy goods. BTL-communications as an important part of the system of marketing communications.	4
3.	Public relations as the basic image basis of a complex of marketing communications. Direct marketing.	2
4.	Personal selling as part of marketing communications. System of marketing communications in the digital environment.	2
5.	Approaches to creating an appealing image of pharmaceutical products. Creation and promotion of a brand (brand management) and trademark.	2
6.	Organization and management of the process of promoting goods and services. Evaluating the effectiveness of marketing communications: methods and tools.	2

7.	CREDIT	2
8	TOTAL (total – 16 AH)	16

6.2.4. Thematic plan of seminars
Seminars are not stipulated.

6.2.5. Types and topics of student's individual work (SIW)

No	Types and topics of SIW	Volume in AH
		9
1.	Working with literature and other sources of information on the studied section	6
2.	Assignments in the form of reports and speeches	4
3.	Working with electronic educational resources	4
4.	TOTAL (total – 14 AH)	14

7. Types of assessment formats for ongoing monitoring and mid-term assessment

№	Semester No.	Types of control	Name of section of academic discipline	Assessment formats		
				types	number of test questions	number of test task options
1	2	3	4	5	6	7
1.	9	Current monitoring: Control of mastering the topic Monitoring the student's individual work	Promotion of goods in the pharmaceutical market	Test work	5	5
2.	9	Mid-term assessment		Credit	3	40

8. Educational, methodological and informational support for mastering the academic discipline (printed, electronic publications, the Internet and other network resources)

8.1. Key literature references

№	Name according to bibliographic requirements	Number of copies	
		at the department	in the library
1	The system of legislative regulation of circulation of medicines: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 77 p.	electronic resource	
2	Fundamentals of state legislation on manufacturing of medicines: Textbook / M M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 56 p.	electronic resource	
3	Fundamentals of state legislation on pharmaceutical activities: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova,	electronic resource	

	S.V. Kononova. – Nizhny Novgorod, 2021. – 50 p.	
4	The concept of good practices in the pharmaceutical regulatory system: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 57 p.	electronic resource
5	Fundamentals of pharmaceutical economics: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 125 p.	electronic resource
6	Prices and pricing in the pharmaceutical market: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 77 p.	electronic resource
7	Product policy of a pharmaceutical organization: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 90 p.	electronic resource
8	Fundamentals of planning economic indicators: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 78 p.	electronic resource
9	Planning of trade turnover of a pharmaceutical organization: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 78 p.	electronic resource
10	Planning of distribution costs of a pharmaceutical organization: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 60 p.	electronic resource
11	Income and profit planning of a pharmaceutical organization: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 70 p.	electronic resource
12	Accounting of financial and economic activities of a pharmacy organization: Textbook / M.A. Mishchenko, S.V. Kononova, N.N. Chesnokova, A.A. Ponomareva, E.V. Shalenkova. – Nizhny Novgorod, 2022. – 74 p.	electronic resource
13	Specific issues of accounting for the property of a pharmacy organization: Textbook / M.A. Mishchenko. – Nizhny Novgorod, 2022. – 50 p.	electronic resource
14	Basic principles of accounting of settlements with the personnel of a pharmacy organization: Textbook / M.A. Mishchenko. – Nizhny Novgorod, 2022. – 50 p.	electronic resource
15	The tax concept and tax management of pharmaceutical organizations: Textbook / M.A. Mishchenko. – Nizhny Novgorod, 2022. – 52 p.	electronic resource

8.2. Further reading

№	Name according to bibliographic requirements	Number of copies
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		at the department	in the library
1	The medicine lifecycle concept: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 80 p.	electronic resource	
2	Information technologies in the medicine lifecycle management: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 99 p.	electronic resource	
3	Evaluating the quality of pharmaceutical information: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 98 p.	electronic resource	
4	Analysis and processing of pharmaceutical information: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 95 p.	electronic resource	
5	Post-marketing evaluation of medicinal products – pharmacoepidemiology: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 53 p.	electronic resource	
6	Post-marketing evaluation of the medicinal products – pharmacoconomics: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 107 p.	electronic resource	
7	Post-marketing evaluation of medicinal products – pharmacovigilance: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 70 p.	electronic resource	
8	Fundamentals of the state regulation of pharmaceutical information that is advertising: Textbook / M.A. Mishchenko, S.V. Kononova, A.A Ponomareva. – Nizhny Novgorod, 2020. – 109 p.	electronic resource	

8.3. Electronic educational resources for teaching academic subjects

8.3.1. Internal Electronic Library System of the University (IELSU)

№	Name of the electronic resource	Brief description (content)	Access conditions	Number of users
1	Internal electronic library system (IELS) http://nbk.pimunn.net/MegaPro/Web	Works of university teaching staff: textbooks, manuals, collections of tasks, teaching aids, laboratory works, monographs, collections of scientific works, scientific articles, dissertations, abstracts of dissertations, patents	From any computer and mobile device with individual login and password. Access mode: http://nbk.pimunn.net/MegaPro/Web	Not limited

8.3.2. Electronic educational resources acquired by the University

<i>№</i>	<i>Name of the electronic resource</i>	<i>Brief description (content)</i>	<i>Access conditions</i>	<i>Number of users</i>
1	Electronic legal reference system "Consultant Plus" (contract for free) http://www.consultant.ru	Regulatory documents regulating the activities of medical and pharmaceutical institutions From the scientific library computers	Access mode: http://www.consultant.ru/	Not limited Term of validity: Unlimited

8.3.3 Open access resources

<i>№</i>	<i>Name of the electronic resource</i>	<i>Brief description (content)</i>	<i>Access conditions</i>
1	PubMed https://www.ncbi.nlm.nih.gov/pubmed	US National Library of Medicine search engine for Medline, PreMedline databases	From any computer and mobile device. Access mode: https://www.ncbi.nlm.nih.gov/pubmed Not limited
2	Scopus database www.scopus.com	International abstract database of scientific citation From university computers, from any computer by individual login and password	Access mode: www.scopus.com Not limited
3	Web of Science Core Collection https://www.webofscience.com	International abstract database of scientific citation. From university computers, from any computer by individual login and password.	Access mode: https://www.webofscience.com Not limited

9. Material and technical support for mastering an academic discipline

9.1. List of premises for classroom activities for the discipline

1. Classes for lectures and practical classes, equipped with multimedia and other means of training, allowing the use of simulation technologies, with standard sets of professional models (sets of protocols of clinical trials, formulary lists of LPU, price lists of distribution companies, sets of quality of life questionnaires), allowing students to master the skills and abilities, provided by professional activity, individually.

2. Simulation center "Educational pharmacy", equipped with simulation technics, which imitates the activity of pharmacy and its subdivisions (acceptance of goods, storage of goods, dispensing, pharmaceutical expertise of receipt) in the amount that allows students to master skills, provided by professional activity individually.

3. Rooms for students' independent work, equipped with computers with the ability to connect to the Internet and access to the electronic information and educational environment of the University.

9.2. List of equipment for classroom activities for the discipline

1. Multimedia complex (laptop, projector, screen, TV)

2. Computer class (15 computers) with installed applications and Internet access.

9.3. List of software

1. Online event platform "Webinar"
2. Yandex Browser
3. Reference system "Consultant Plus"

9.3. A set of licensed and freely distributed software, including domestic production

Item no.	Software	number of licenses	Type of software	Manufacturer	Number in the unified register of Russian software	Contract No. and date
1	Wtware	100	Thin Client Operating System	Kovalev Andrey Alexandrovich	1960	2471/05-18 from 28.05.2018
2	MyOffice is Standard. A corporate user license for educational organizations, with no expiration date, with the right to receive updates for 1 year.	220	Office Application	LLC "NEW CLOUD TECHNOLOGIES"	283	without limitation, with the right to receive updates for 1 year.
3	LibreOffice		Office Application	The Document Foundation	Freely distributed software	
4	Windows 10 Education	700	Operating systems	Microsoft	Azure Dev Tools for Teaching Subscription	
5	Yandex. Browser		Browser	«Yandex»	3722	
6	Subscription to MS Office Pro for 170 PCs for FGBOU VO "PIMU" of the Ministry of Health of Russia	170	Office Application	Microsoft		23618/HN10030 LLC "Softline Trade" from 04.12.2020

10. List of changes to the working program (to be filled out by the template)

Federal State Budgetary Educational Institution of Higher Education
"Privolzhsky Research Medical University"
Ministry of Health of the Russian Federation
(FSBEI HE "PRMU" of the Ministry of Health of Russia)

Department of
Name of the department

CHANGE REGISTRATION SHEET

working program for the academic discipline
NAME OF THE ACADEMIC DISCIPLINE

Field of study / specialty / scientific specialty: _____ (code, name)

Training profile: _____
(name) - for master's degree programs

Mode of study: _____
full-time/mixed attendance mode/extramural

Position	Number and name of the program section	Contents of the changes made	Effective date of the changes	Contributor's signature
1				

Approved at the department meeting
Protocol No. _____ of _____ 20__

Head of the Department

department name, academic title

signature

print name