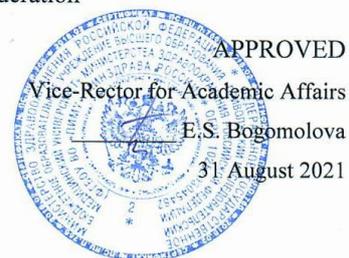


Federal State Budgetary Educational Institution of Higher Education  
"Privolzhsky Research Medical University"  
Ministry of Health of the Russian Federation



## **WORKING PROGRAM**

Name of the academic discipline: **PHARMACEUTICAL MARKETING**

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

  
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(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 PHARMACEUTICAL MARKETING (hereinafter – the discipline):**

1.1. 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)).

1.2. Tasks of the discipline:

1. Formation of basic, fundamental pharmaceutical knowledge in the specialty 33.05.01 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. Organization of competences of a specialist pharmacist in planning activities for the study and analysis of the pharmaceutical market, marketing analysis and promotion of pharmacy products.

5. Mastering of organizational measures for marketing analysis of the market and development of the company's marketing strategy.

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 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.

### **Be able to:**

- 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

### **Possess:**

- 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

## **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.3).

The discipline is taught in the 8 semester/4 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;
- mathematics;
- informatics;
- information support of the life cycle of medicines;
- 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 pharmacy;
- legal basis of the pharmacist's activities;
- promotion of goods in the pharmaceutical market;
- management and economics of pharmacies (production practice).

## **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	<ul style="list-style-type: none"> <li>– the concept of use value, consumer properties of drugs and other pharmaceutical products and factors affecting them</li> <li>– methods of analysis of the range of drugs and other pharmaceutical</li> </ul>	<ul style="list-style-type: none"> <li>– apply in practice the methods and techniques of marketing analysis in the system of drug supply to the population, medical and other organizations</li> <li>– make reasonable economic decisions when</li> </ul>	<ul style="list-style-type: none"> <li>– business risk assessment skills</li> <li>– skills in making informed economic decisions in the implementation of activities in the field of circulation of medicines;</li> <li>– skills in conducting segmentation of the pharmaceutical</li> </ul>

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

					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	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
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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	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	<p>The concept of marketing information, target markets. A set of requirements for marketing information. Structure of marketing information.</p>

		of the pharmaceutical market	<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 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</p>

		<p>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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### 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			8
Lectures (L)	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

### 6. Content of the academic discipline

### 6.1. Sections of the discipline and types of academic work

№	Name of the section of the academic discipline	Types of academic work* (in AH)					
		L	LP	P	S	SIW	total
1	Theoretical foundations of pharmaceutical marketing	2		4		4	10
2	Methodological foundations of marketing research of the pharmaceutical market	2		4		4	10
3	Key Marketing Strategies	2		10		4	16
	<b>TOTAL</b>	<b>6</b>		<b>18</b>		<b>12</b>	<b>36</b>

\* - 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
		8
1.	Theoretical foundations of pharmaceutical marketing	2
2.	Methodological foundations of marketing research of the pharmaceutical market	2
3.	Key Marketing Strategies	2
	<b>TOTAL (total – 6 AH)</b>	<b>6</b>

#### 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
		8
1.	Basic concepts and evolution of the concept of marketing, marketing complex	2
2.	Marketing information and market research	4
3.	Business game No1 "Organization and planning of marketing research of a pharmaceutical organization"	2
4	The main stages of development and types of marketing strategies	2
5.	Marketing environment a and situational analysis	2
6.	Portfolio Marketing Strategies	2
7.	Business game No2 "Development of marketing strategy of a pharmaceutical organization"	4
8	CREDIT	2
	<b>TOTAL (total – 18 AH)</b>	<b>18</b>

#### 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
		8
1.	Working with literature and other sources of information on the studied section	4
2.	Assignments in the form of reports and speeches	4

3.	Working with electronic educational resources	4
4.	TOTAL (total – 12 AH)	12

### 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.	8	Current monitoring: Control of mastering the topic Monitoring the student's individual work	Theoretical foundations of pharmaceutical marketing	Tests	20	10
				Security questions	2	10
				Situational tasks	1	10
2.	8	Current monitoring: Control of mastering the topic Monitoring the student's individual work	Methodological foundations of marketing research of the pharmaceutical market	Tests	20	10
				Security questions	2	10
				Situational tasks	1	10
3.	8	Current monitoring: Control of mastering the topic Monitoring the student's individual work	Key Marketing Strategies	Tests	20	10
				Security questions	2	10
				Situational tasks	1	10
4.	8	Intermediate attestation: offset		Tests	20	10
				Security questions	2	10
				Situational tasks	1	10

### 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	electronic resource	

	medicines: Textbook / M.A. Mishchenko, E.V. Shalenkova, A.A. Ponomareva, N.N. Chesnokova, S.V. Kononova. – Nizhny Novgorod, 2021. – 77 p.	
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, S.V. Kononova. – Nizhny Novgorod, 2021. – 50 p.	electronic resource
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	
		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 – pharmacoeconomics: 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) <a href="http://nbk.pimunn.net/MegaPro/Web">http://nbk.pimunn.net/MegaPro/Web</a>	Works of university teaching staff: textbooks, manuals, collections of tasks, teaching aids, laboratory works,	From any computer and mobile device with individual login and	Not limited

		monographs, collections of scientific works, scientific articles, dissertations, abstracts of dissertations, patents	password. Access mode: <a href="http://nbk.pimunn.net/MegaPro/Web">http://nbk.pimunn.net/MegaPro/Web</a>	
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### 8.3.2. Electronic educational resources acquired by the University

<i>No</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) <a href="http://www.consultant.ru">http://www.consultant.ru</a>	Regulatory documents regulating the activities of medical and pharmaceutical institutions From the scientific library computers	Access mode: <a href="http://www.consultant.ru/">http://www.consultant.ru/</a>	Not limited  Term of validity: Unlimited

### 8.3.3 Open access resources

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

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**

<b>Item no.</b>	<b>Software</b>	<b>number of licenses</b>	<b>Type of software</b>	<b>Manufacturer</b>	<b>Number in the unified register of Russian software</b>	<b>Contract No. and date</b>
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*

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**CHANGE REGISTRATION SHEET**

working program for the academic discipline  
***NAME OF THE ACADEMIC DISCIPLINE***

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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