

Summary of the working program of the academic discipline

«PROMOTION OF GOODS IN THE PHARMACEUTICAL MARKET»

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:

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

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.5).

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 range through pharmaceutical and medical organizations, incl. with the use of modern technical means and digital technologies	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 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	<ul style="list-style-type: none"> – 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; 	<ul style="list-style-type: none"> – 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; 	<ul style="list-style-type: none"> – 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.

				<ul style="list-style-type: none"> – 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. 	<ul style="list-style-type: none"> – 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. 	
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4. 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	0,61	22	22
Lectures (L)	0,17	6	6
Laboratory practicum (LP)*	Laboratory practicums are not stipulated		
Practicals (P)	0,44	16	16
Seminars (S)	Seminars are not stipulated		
Student's individual work (SIW)	0,39	14	14
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	PC-2	Promotion of goods in the pharmaceutical market	<p>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. 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</p>

		<p>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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