



<b>Study program:</b> Integrated Academic Studies in Pharmacy
<b>Course title:</b> Pharmaceutical Marketing
<b>Teacher:</b> Mladena N. Lalić-Popović
<b>Course status:</b> Facultative
<b>ECTS Credits:</b> 3
<b>Condition:</b> -
<p><b>Course aim</b></p> <p>Introduction to the general principles of pharmaceutical marketing.</p> <p>Learning modern methods of marketing strategies in pharmacy and medicine in selection of a new parallel (generic) drug or medical preparation, and the methods of marketing promotions and sales as well.</p> <p>Introduction to the current regulations related to the promotion of medicines, medical devices and OTC products.</p>
<p><b>Expected outcome of the course:</b></p> <p>Pharmacy students will acquire knowledge of the proper use of available modern methods in marketing positioning of a new generic drug, medical device or OTC product.</p> <p>Pharmacy students will acquire skills to properly select and plan promotions for certain medicines, medical devices and OTC products.</p>
<p><b>Course description</b></p> <p><i>Theoretical education</i></p> <ol style="list-style-type: none"> <li>1. Definition and significance of pharmaceutical marketing</li> <li>2. Development of new drugs : from research to marketing authorisation</li> <li>3. Insight into the process of drug registration, preparation of brochures and manuals for physicians and patients</li> <li>4. Definition and significance of SWOT analysis for certain drugs by groups</li> <li>5. Application of BCG matrix</li> <li>6. Plan of marketing activities for different drugs and different markets</li> <li>7. Phase IV clinical trials: the post-registration testing of drugs</li> <li>8. Pharmaceutical marketing and adverse reactions of drugs</li> <li>9. Marketing of herbal remedies</li> <li>10. Pharmaceutical medicine - definition and significance</li> <li>11. Marketing in healthcare and marketing of pharmaceutical products</li> <li>12. Marketing of pharmaceutical services</li> <li>13. Marketing communication on symposia , conferences and other professional meetings</li> <li>14. Standards in the process of preparation of marketing materials, the use of samples in pharmaceutical marketing</li> <li>15. Role and significance of the internet in pharmaceutical marketing</li> <li>16. Marketing in health promotion</li> </ol> <p><i>Practical education</i></p> <ol style="list-style-type: none"> <li>1. Analysis of the development of a particular drug of choice, from the basic idea to the final product (research using data from various sources )</li> <li>2. Intoduction to the parts of the registration files required for the registration of drugs and medical preparations</li> <li>3. Preparing brochures for various drugs and medical preparations (for physicians and patients) - Workshop</li> <li>4. Creating a SWOT analysis for a specific drug or medical preparation</li> <li>5. Creating a marketing plan to promote specific medical product</li> <li>6. Creating promotional materials for a specific product - Workshop</li> <li>7. Post-registration testing of drugs and filling out a form for reporting adverse reactions to a particular drug, OTC, medical device - Workshop</li> <li>8. Preparing brochures for promotion of pharmaceutical services - Workshop</li> <li>9. Preparation of different modes of communication in professional meetings - Workshop</li> <li>10. Preparation of various forms of pharmaceutical marketing in health promotion</li> </ol>
<p><b>Literature</b></p> <p><i>Compulsory</i></p>

1. Jobber D., Osnovi marketinga, Data status, Beograd, 2006.
2. Kolassa M.E., Perkins G.J., Siecker R.B., Pharmaceutical marketing: Principles, Enviroment and Practice, Pharmaceutical Product Press, 2002.
3. Tasić Lj., Farmaceutski menadžment i marketing, Placebo, Beograd, 2007.

*Additional*

1. Dogramatzis D., Pharmaceutical marketing a Practical Guide, Interpharm press, 2002.
2. Spilker B., Multinational Pharmaceutical companies: Principles and Practice, 2nd ed., Ravens Press, Boston, 1994.

<b>Number of active classes</b>	<b>Theoretical classes: 30</b>	<b>Practical classes: 15</b>	
<b>Teaching methods</b>			
Lectures, interactive classes, experiments, seminar papers			
<b>Student activity assessment</b> (maximally 100 points)			
<b>Pre-exam activities</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>
Lectures	10	Written	50
Practices	20		
Colloquium			
Essay	20		