

Study program: Integrated academic studies of Pharmacy			
Type and level of the study program: integrated academic studies			
Course title: PHARMACY MARKETING (PhV-PHMARK)			
Teacher: Mladena N. Lalić-Popović, Neda S. Gavarić			
Course status: elective			
ECTS Credits: 3			
Condition: -			
Course aim Introduction to the general principles of pharmaceutical marketing. 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. Introduction to the current regulations related to the promotion of medicines, medical devices and OTC products.			
Expected outcome of the course: 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. Pharmacy students will acquire skills to properly select and plan promotions for certain medicines, medical devices and OTC products.			
Course description <i>Theoretical education</i> 1. Definition and significance of pharmaceutical marketing 2. Development of new drugs : from research to marketing authorisation 3. Insight into the process of drug registration, preparation of brochures and manuals for physicians and patients 4. Definition and significance of SWOT analysis for certain drugs by groups 5. Application of BCG matrix 6. Plan of marketing activities for different drugs and different markets 7. Phase IV clinical trials: the post-registration testing of drugs 8. Pharmaceutical marketing and adverse reactions of drugs 9. Marketing of herbal remedies 10. Pharmaceutical medicine - definition and significance 11. Marketing in healthcare and marketing of pharmaceutical products 12. Marketing of pharmaceutical services 13. Marketing communication on symposia , conferences and other professional meetings 14. Standards in the process of preparation of marketing materials, the use of samples in pharmaceutical marketing 15. Role and significance of the internet in pharmaceutical marketing 16. Marketing in health promotion <i>Practical education: exercises, other forms of education, research related activities</i> 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) 2. Introduction to the parts of the registration files required for the registration of drugs and medical preparations 3. Preparing brochures for various drugs and medical preparations (for physicians and patients) - Workshop 4. Creating a SWOT analysis for a specific drug or medical preparation 5. Creating a marketing plan to promote specific medical product 6. Creating promotional materials for a specific product - Workshop 7. Post-registration testing of drugs and filling out a form for reporting adverse reactions to a particular drug, OTC, medical device - Workshop 8. Preparing brochures for promotion of pharmaceutical services - Workshop 9. Preparation of different modes of communication in professional meetings - Workshop 10. Preparation of various forms of pharmaceutical marketing in health promotion			
Literature <i>Compulsory</i> 1. Kolassa ME, Perkins GJ, Siecker RB. Pharmaceutical marketing: Principles, Environment and Practice, Pharmaceutical Product Press, 2002. 2. Dogramatzis D. Pharmaceutical marketing a Practical Guide. Interpharm press, 2002. 3. Spilker B. Multinational Pharmaceutical companies: Principles and Practice, 2nd ed. Ravens Press, Boston, 1994.			
Number of active classes			Other:
Lectures: 30	Practice: 15	Other types of teaching: Research related activities:	
Teaching methods Lectures, interactive classes, experiments, seminar papers			
Student activity assessment (maximally 100 points)			
Pre-exam activities	points	Final exam	points
Lectures	10	Written	50
Practices	20		
Colloquium			
Essay	20		