

**Thematic plan of seminars
in the discipline "Pharmaceutical marketing"
for students enrolled
in the 2021 educational program
33.05.01 Pharmacy,
specialty,
full-time education
for the 2024-2025 academic year**

№	Thematic blocks	Hours (academic)
Module 1: Marketing Research in the Pharmaceutical Market		
1.	Introduction to marketing. Pharmaceutical marketing: objectives, functions.	1
	Marketing mix: 4Ps. Concepts of marketing. Categories of marketing	1
2.	Structure of the pharmaceutical market.	1
	State regulation and social policy in health care.	1
3.	Pharmaceutical environment.	1
	SWOT-analysis.	1
4.	Marketing research in pharmacy.	1
	Methods of research	1
5.	Types of demand.	1
	Types of consumers	1
6.	Segmentation of the pharmaceutical market.	1
	Essence and problems of positioning in the pharmaceutical market	1
7.	Positioning of medicines.	1
	Positioning of pharmacy products in the pharmaceutical market.	1
8.	Control of knowledge, abilities, skills on thematic blocks 1-7 (part 1)	1
	Control of knowledge, abilities, skills on thematic blocks 1-7 (part 2)	1
Module 2 Assortment policy and promotion of goods on the pharmaceutical market		
9.	Assortment policy of a pharmaceutical organization.	1
	Life cycle of goods.	1
10.	Rules of effective presentation of pharmacy goods.	1
	Advertising of pharmacy products.	1
11.	Promotion in the pharmaceutical market.	1
	Information marketing of over-the-counter drugs.	1
12.	Merchandizing.	1

	Segment of dietary supplements on the pharmaceutical market	1
13.	Consumers of prescription drugs.	1
	The role of the pharmacist in the prescription drug market.	1
14.	Promotion of prescription drugs in the pharmaceutical market.	1
	The role of the patient in the prescription drug market.	1
15.	Pricing of pharmacy products.	1
	Pricing strategies	1
16.	Pricing policy. Approaches to price formation. Formation of loyalty of consumers of pharmacy products	1
	Competition. Factors of competitiveness. Types of competition. Analysis of competitiveness of pharmacy organizations.	1
17.	Defense of the abstract (part 1)	1
	Defense of the essay (part 2)	1
	Intermediate certification	1
	Total	34

Considered at the meeting of the Department of Organization of Pharmaceutical Business, Pharmaceutical Technology and Biotechnology «29» August 2024, Protocol No. 1

Head of the Department,
Doctor of Pharmacy



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