

**Thematic plan of lectures
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**

| № | Topics of lectures | Hours (academic) |
|---|--|---------------------|
| Module 1: Marketing Research in the Pharmaceutical Market | | |
| 1. | Marketing : the history of development, the concept of marketing, goals, functions of pharmaceutical marketing. The marketing mix. | 2 |
| 2. | The pharmaceutical market. Structure, government regulation and social policy in the field of healthcare | 2 |
| 3. | Pharmaceutical environment. Structure and environmental factors. | 2 |
| 4. | Marketing research in pharmacy. The main methods and directions of research. | 2 |
| 5. | The demand for medicines and other pharmacy products. The main consumers of medicines and pharmacy products. | 2 |
| 6. | Segmentation in the pharmaceutical market. | 2 |
| 7. | Problems of positioning medicines and other pharmacy products. The life cycle of pharmacy products. | 2 |
| Module 2 Assortment policy and promotion of goods on the pharmaceutical market | | |
| 8. | Assortment policy of a pharmaceutical organization | 2 |
| 9. | Presentation of pharmacy products. Advertising in pharmacy. | 2 |
| 10. | Information marketing of over-the-counter medicines. | 2 |
| 11. | Merchandising. Promotion of dietary supplements in the pharmaceutical market | 2 |
| 12. | Prescription drugs on the pharmaceutical market. Promotion, the main consumers. | 2 |
| 13. | Pricing of pharmacy products. Pricing strategies. | 2 |
| 14. | Pricing policy. Approaches to pricing pharmacy products. | 2 |
| 15. | Formation of loyalty of consumers of pharmacy products | 2 |
| 16. | Competition in the pharmaceutical market. Types of competition. Analysis of the competitiveness of pharmacy organizations. | 2 |

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|--------------|---|-----------|
| 17. | Competitiveness of pharmacy products, competitiveness factors | 2 |
| Итого | | 34 |

¹ -Subject

² - essential content

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

A handwritten signature in blue ink, appearing to read 'V. S. Sirotenko', written in a cursive style.

V. S. Sirotenko