

**List of questions to  
final test 1  
in the discipline "Pharmaceutical Marketing"**

1. Basic categories of marketing. Stages of marketing development. Marketing of the XXI century.
2. Marketing concepts. The concept of social and ethical marketing in pharmacy
3. Pharmaceutical marketing: goals, forms, principles, functions.
4. Marketing complex.
5. Pharmaceutical market. Features and functions of the pharmaceutical market.
6. Structure, subjects and objects of the pharmaceutical market of the Russian Federation.
7. Signs of market classification, elements of the internal and external pharmaceutical market.
8. Directions and levels of State regulation in the field of circulation of medicines.
9. State registration of medicinal products. The procedure for introducing drugs for medical use into civil circulation.
10. Licensing in the field of circulation of medicines.
11. Marketing environment of the company. Definition, components of the marketing environment. Model of the marketing environment according to F. Kotler . Classification of marketing environment factors.
12. Microenvironment of pharmaceutical marketing. Composition and subjects of the microenvironment. Factors of the macroenvironment of the enterprise.
13. Methods for analyzing the marketing environment. PEST , STEP - analysis of environmental factors. Porter's Five Forces Analysis.
14. Components of SWOT analysis. SWOT analysis matrix .
15. Marketing research. Definition. Purpose, objectives, subject, objects and functions of marketing research.
16. Main directions of marketing research. Marketing Research Plan
17. Types of marketing research.
18. Marketing research methods.
19. Situational analysis in marketing. Marketing synthesis.
20. Marketing information system.
21. Demand, definition of the concept. Types of demand in marketing, characteristics.
22. The nature of market demand and types of marketing.
23. Classification of types of demand. Signs of demand classification.
24. Law of demand. Concepts, definitions, demand curve.
25. Elasticity: concept, essence, forms and types.
26. Factors influencing the amount of supply and demand. Law of supply and demand.
27. Consumer, definition of the concept. Types of consumers.
28. Objectives of consumer marketing research. Characteristics of consumers by market segments. The target audience.
29. Consumer behavior in marketing. Model of purchasing behavior.
30. Market segmentation and segmentation. Basic concepts. The main components of the market environment during market segmentation.
31. Basic parameters and stages of market segmentation.
32. Types of segmentation. Market segmentation criteria.
33. Market segmentation by consumers. Classification of consumers and main directions of consumer research.
34. Segmentation methods.

35. Approaches to positioning strategy. Methods for developing a positioning strategy. Policy, goal, positioning objectives.
36. Mechanism and phases of positioning strategy. Principles of market participation.
37. Main directions of positioning. Algorithm for implementing the positioning concept .
38. Positioning methods.
39. Positioning of medicines in the pharmaceutical market. Strategies for positioning drugs in the pharmaceutical market.
40. Laws and models for positioning pharmaceutical products on the pharmaceutical market.
41. Positioning of prescription drugs.
42. Brand positioning in the pharmaceutical market. Formation of consumer loyalty to the company brand.