



CD 8.5.1 DISCIPLINE CURRICULUM

EDITION: 06

DATE: 20.09.2017

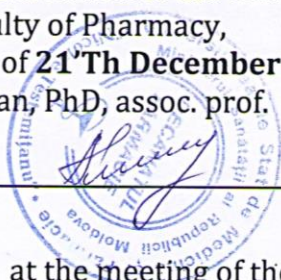
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FACULTY OF PHARMACY
STUDY PROGRAM 0916.1 PHARMACY
CHAIR OF SOCIAL PHARMACY "VASILE PROCOPISIN"

APPROVED

at the meeting of the Commission for Quality Assurance and Evaluation of the Curriculum, Faculty of Pharmacy,
Minutes no. 2 of 21Th December 2017
Chairman, PhD, assoc. prof.

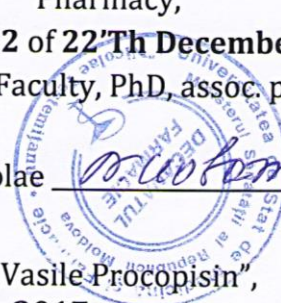
UNCU Livia



APPROVED

at meeting of the Council of the Faculty of Pharmacy,
Minutes no. 2 of 22Th December 2017
Dean of Faculty, PhD, assoc. prof.

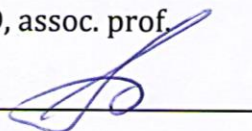
CIOBANU Nicolae



APPROVED

at the meeting of the chair of social pharmacy „Vasile Procopis”,
Minutes no. 3 of 01Th November 2017
Head of chair, PhD, assoc. prof.

BRUMAREL Mihail



SILLABUS

DISCIPLINE: PHARMACEUTICAL MARKETING

Integrated studies

Type of course: **Compulsory discipline**

Chisinau, 2017



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I. INTRODUCTION

- **General presentation of the discipline: place and role of the discipline in the formation of specific competences of the professional/specialty training program**

Pharmaceutical Marketing is a discipline that includes planning, managing and controlling a pharmaceutical enterprise or a part of it with regard to the development of manufactured or made products and provided market-driven services, including the formulation of objectives, policies, programs and strategies for all issues related to organizing and coordinating the activities necessary for the implementation of the plans, the supervision of the operations and the performance control.

- **Mission of the curriculum (aim) in professional training**

The aim of the discipline is to provide to students of the Faculty of Pharmacy a theoretical - economic knowledge base necessary for further work in pharmaceutical enterprises so that by satisfying the consumption needs of the population in pharmaceuticals and the investigation of the pharmaceutical market ensure the maximization of the economic efficiency of the enterprise in the socio-economic environment. Achieving the goal implies for the future specialist acquiring practical skills in analyzing the marketing environment and the pharmaceutical enterprise's activity in the competitive environment, strategically and operationally planning the marketing activities of the pharmaceutical enterprise and preparing the marketing plan, assessing the need for new pharmaceutical products and services, determining the needs of consumers and applying the methods of satisfying them, applying the principles of professional ethics and deontology.

- **Languages of training the discipline:** Romanian, English.
- **Beneficiaries:** students of the 4-th year, faculty of Pharmacy, specialty Pharmacy

II. MANAGEMENT OF THE DISCIPLINE

Code of discipline		S.08.0.079	
Name of the discipline		Pharmaceutical marketing	
Responsible for the discipline		Liliana Dogotari PhD, associate professor	
Year	IV	Semester	8
Total number of hours, including:			90
Lectures	17	Practical/laboratory hours	51
Seminars	-	Self-training	22
Form of assessment	CD	Number of credits	3



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III. TRAINING AIMS WITHIN THE DISCIPLINE

At the end of the discipline study the student will be able to:

at the level of knowledge and understanding:

- ✓ define pharmaceutical marketing and differentiate the notions of pharmaceutical marketing from general marketing;
- ✓ know the stages of evolution of the practice and theory of pharmaceutical marketing;
- ✓ be aware of ethics and deontology in the practice of pharmaceutical marketing;
- ✓ know the main directions of product policy in pharmaceutical companies;
- ✓ know the peculiarities of the pharmaceutical market and the general market;
- ✓ know the main directions of product policy in pharmaceutical companies;
- ✓ be familiar with the concept of product range and its dimensions;
- ✓ be aware of the priority activities of the pharmaceutical company at different product life cycle stages;
- ✓ be familiar with the medical and pharmaceutical classification of pharmaceutical and para pharmaceutical products;
- ✓ know the quality management system of the pharmaceutical product;
- ✓ be aware of the particularities of storing medicines and parapharmaceutical products;
- ✓ understand the pharmacist's role in the process of medicines' promotion;
- ✓ be aware of the stages of the drug pricing strategy development process;
- ✓ be aware of the main elements and methods of promoting OTC and Rx drugs;
- ✓ know the organization of the distribution channels and the classification of the distribution channel types;
- ✓ know the principles and role of merchandising in pharmaceutical companies;
- ✓ know the techniques specific to quantitative and qualitative pharmaceutical marketing research

at the application level:

- ✓ will be able to segment the pharmaceutical market according to the general criteria;
- ✓ determine the absolute and relative market share of an enterprise;
- ✓ perform the "de facto" analysis of the marketing environment of the pharmaceutical enterprise;
- ✓ develop the marketing strategies' plan of a pharmaceutical company;
- ✓ be able to assess the product and differentiate it from other products;
- ✓ use the product group analysis methods at the stage of receiving the goods;
- ✓ be able to differentiate and decipher the EAN and USP bar codes for drugs and para pharmaceuticals;
- ✓ determine the conformity of the medical article according to the requirements of the normative technical document;
- ✓ determine the elasticity of demand based on price;
- ✓ determine the functions of the distribution channels;
- ✓ develop an advertising message of an OTC and para pharmaceutical product;
- ✓ assess the errors found in the advertising spots of OTC medicines on TV, radio, the Internet;
- ✓ develop a "business card" of the pharmacist or of a pharmaceutical company;

at the integration level:

- ✓ determine the needs of consumers and apply methods of meeting them;
apply the principles of professional ethics and deontology;
- ✓ determine the influence of the internal and external environment factors on the activity of the pharmaceutical enterprise;
- ✓ determine the factors that influence the formation of prices for medicines;



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- ✓ be able to organize activities of the marketing structure within the pharmaceutical enterprise;
- ✓ be able to identify the market opportunities, early recognition of market challenges and threats;
- ✓ be able to develop strategic and operative plans for the marketing activities of a pharmaceutical enterprise.

IV. PROVIZIONAL TERMS AND CONDITIONS

For the proper acquisition of knowledge related to the discipline, it is necessary to know: the particularities of the pharmaceutical products and the fields of use; the particularities of the preparation of the medicinal products, taking into account the physicochemical properties of the active and auxiliary substances; statistical methods for analysis; types of pharmaceutical analysis to determine the validity of active substances (drug quality); side and adverse effects of pharmaceuticals that annihilate importance for the consumer or therapeutic effect; legislation in the field of production of pharmaceutical and para pharmaceutical products.

V. THEMES AND ESTIMATE ALLOCATION OF HOURS

No.	TOPIC	Number of hours		
		Lectures	Practical work	Individual work
1.	General notions of pharmaceutical marketing. The concept of marketing. Definitions. Stages in the evolution of marketing practice and theory. International marketing organizations. Principles and basic functions of pharmaceutical marketing. Ethics and deontology in pharmaceutical marketing practice.	1	3	1
2.	General characteristics of the pharmaceutical market. Pharmaceutical market as marketing objective. Distinct characteristics, classification criteria, market types. Product and company market. Market share. Notion. Determination of market share. Notion about pharmaceutical market segmentation. Importance of pharmaceutical marketing. Criteria and stages of market segmentation.	1	3	3
3.	Marketing environment of pharmaceutical company. Marketing strategy notions of pharmaceutical companies. Pharmaceutical company environment. Principal components. External environment of a company, general characteristics, classification. Factor of macro environment – demographical, economical, technical, technological, political, socio-cultural. Factors of micro environment. Their characteristics. Marketing strategies of pharmaceutical company and their importance. Notion of marketing mix. Components of marketing mix.	1	6	2
4.	Marketing mix. The product policy. The main directions of product policy of a pharmaceutical company. Product concept in pharmaceutical marketing. Product mix. Products range and its dimensions. State Register of medicines in medical and pharmaceutical practice. Product positioning. Differentiation. Essential medicines. Generic medicines. OTC medicines. Brand. Brand identity. Product life cycle. Priority activities in product life cycle stages. Products renewal and market launch. Product policy strategies.	2	3	2
5.	Classification and coding of pharmaceutical and para-pharmaceutical products. Aim and objectives of medical and pharmaceutical classification of pharmaceuticals and para pharmaceutical products. Classification methods used in merceological analysis. Advantages and disadvantages.	1	3	1



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No.	TOPIC	Number of hours		
		Lec- tures	Practi- cal work	Individu- al work
	Notion about codification of pharmaceutical and pharmaceutical products. Advantages and disadvantages of barcode. Types of products codes.			
6.	Of quality of medical - pharmaceutical products. Merceological analysis. Coordination system of pharmaceuticals quality. Quality indicators of pharmaceutical and medical products. Methods and principles of standardization. State standardization system. Standardization of medical and pharmaceutical products and its role in merceological analysis. Determination of compliance of medical product to the requirements of technical normative document. Normative technical documentation of medical and pharmaceutical products – state standards and pharmacopeia monographs. Quality certificate and its role in merceological analysis. Basic notions, terminology and determination of merceological analysis. Basic stages of merceological analysis. Merceological analysis of medical and pharmaceutical products. Influence of different factors on formulation and storage of consume values of merchandise: raw materials, manufacturing technology, quality control methods, package, labeling, transportation and storage conditions.	1	3	2
7.	Packaging, containers and sealing materials. Storage of medical and pharmaceutical products. Pharmaceutical packages. Classification. Package requirements. Quality control of package. Pharmaceutical containers and closing materials. Classification and their characteristics. Storage of medical and pharmaceutical products. Requirements regarding materials used in medical and pharmaceutical products obtaining. Classification of medical substances. Factors which influence quality of pharmaceuticals: internal, external and other factors. Particularities of photosensitive, hygroscopic, thermolabile and volatile medicines storage. Particularities of thermolabile and those which need to be protected from low temperatures substances storage. Particularities of toxic substances and narcotics storage. Particularities of vegetal products storage. Transportation of medical and pharmaceutical products.	1	3	1
Totalization No. 1			3	
8.	The price policy in marketing mix. Formation of prices for medicines – element of marketing mix. Principal factors in medicines price formation. Price and elasticity of demand. Price strategies. Practices of medicines price formation.	2	3	2
9.	The distribution policy in marketing mix. Distribution channel. Short characteristics. Organization, types and control over distribution channels. Functions of distribution channels.	2	3	2
10.	The communicational (promotional) policy in marketing mix. Promotional policy notion and basic scope. Elements of promotional policy. Classification of medicines advertisements. Company style and its role in promotional policy. Organization and participation in specialized exhibitions. Principles of merchandising in pharmaceutical companies. Role of pharmacies in medicines promotion.	2	6	2
11.	Marketing research. Content and area of marketing research. Classification of marketing research. Program of marketing researches. Techniques of marketing research. Market dimensions research.	1	3	2



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No.	TOPIC	Number of hours		
		Lec- tures	Practi- cal work	Individu- al work
Totalization No. 2			3	
12.	Organizing marketing activities within pharmaceutical enterprises. Development of marketing plan. Factors that influence the organizational marketing structure in the pharmaceutical company. The stages of organization activity of marketing in the pharmaceutical company. The typology of pharmaceutical marketing behavior within the company. Notion of marketing plan. Importance of marketing plan for pharmaceutical companies. Planning concept of marketing activity in pharmaceutical company. Structure of marketing plan. General notions about SWOT analysis. Applying of SWOT analysis in marketing plan.	2	3	2
Differentiated colloquium			3	
Total		17	51	22

VI. REFERENCE OBJECTIVES AND CONTENTS UNITS

Objectives	Content units
Chapter 1. General notions of marketing and strategies of pharmaceutical marketing	
<ul style="list-style-type: none"> ✓ define pharmaceutical marketing and differentiate the notions of pharmaceutical marketing from general marketing; ✓ know the stages of evolution of the practice and theory of pharmaceutical marketing; ✓ be aware of ethics and deontology in the practice of pharmaceutical marketing; ✓ know the peculiarities of the pharmaceutical market and the general market; ✓ be able to segment the pharmaceutical market according to the general criteria; ✓ determine the absolute and relative market share of an enterprise; ✓ to determine the influence of the internal and external environment factors on the activity of the pharmaceutical enterprise; ✓ perform the "de facto" analysis of the marketing environment of the pharmaceutical enterprise; ✓ develop the marketing strategies' plan of a pharmaceutical company; 	<p>General notions of pharmaceutical marketing.</p> <p>The general characteristic of the pharmaceutical market.</p> <p>Marketing environment. Notions of marketing strategy for pharmaceutical companies.</p>
Chapter 2. Product policy of pharmaceutical marketing	
<ul style="list-style-type: none"> ✓ know the main directions of product policy in pharmaceutical companies; ✓ be familiar with the concept of product range and its dimensions; ✓ be able to assess the product and differentiate it from other products; ✓ be aware of the priority activities of the pharmaceutical company at different product life cycle stages; ✓ be familiar with the medical and pharmaceutical classification of pharmaceutical and para pharmaceutical products; ✓ use the merceological analysis methods at the stage of receiving the goods; 	<p>Marketing mix. Product policy in the marketing mix.</p> <p>Classification and coding of pharmaceutical and para-pharmaceutical prod-</p>



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Objectives	Content units
<ul style="list-style-type: none">✓ be able to differentiate and decipher the EAN and USP bar codes for drugs and para pharmaceuticals;✓ know the quality management system of the pharmaceutical product;✓ to determine the conformity of the medical article according to the requirements of the normative technical document;✓ be aware of the particularities of storing medicines and para pharmaceutical products.	ucts.
	Standardization of the quality of medical - pharmaceutical products. Merceological analysis.
	Packaging, containers, sealing materials. Storage of medical and pharmaceutical products.
Chapter 3. Pricing, distribution and promotion policies of pharmaceutical marketing	
<ul style="list-style-type: none">✓ be able to determine the factors that influence the price formation of medicines;✓ be able to determine the elasticity of demand based on price;✓ be aware of the stages of the drug pricing strategy development process;✓ know the organization of the distribution channels and the classification of the distribution channel types;✓ know the principles and role of merchandising in pharmaceutical companies;✓ know the techniques specific to quantitative and qualitative pharmaceutical marketing research✓ be aware of the stages of the process of developing the drug pricing strategy;✓ know the organization of the distribution channels and the classification of the distribution channel types;✓ determine the functions of the distribution channels;✓ be aware of the main elements of promoting OTC and Rx drugs;✓ develop an advertising message of an OTC and para pharmaceutical product;✓ assess the errors found in the advertising spots of OTC medicines on TV, radio, the Internet;✓ know methods of promoting Rx medicines for doctors;✓ develop a “business card” of the pharmacist or pharmaceutical company;✓ perform the role of the pharmacist in the promotion of medicines;✓ know the principles and role of merchandising in pharmaceutical companies.	Price policy in the marketing mix.
	Distribution policy in the marketing mix.
	Promotion policy (communication) in the marketing mix.
Chapter 4. Research and marketing planning	
<ul style="list-style-type: none">✓ to know the techniques specific to quantitative and qualitative pharmaceutical marketed research;✓ be able to organize activities of the marketing structure within the pharmaceutical enterprise;✓ be able to identify the market opportunities, early recognition of market challenges and threats;✓ be able to develop strategic and operative plans for the marketing activities of a pharmaceutical enterprise.	Marketing researches.
	Organization of marketing activity within pharmaceutical units. Development of marketing plan.

VII. PROFESSIONAL (SPECIFIC) (SC) AND TRANSVERSAL (TC) COMPETENCES AND STUDY OUTCOMES

Professional (specific) (SC) competences:

PC1: Knowledge of the theoretical bases of Pharmaceutical marketing, general principles in the development, analysis and registration of pharmaceutical and para pharmaceutical products



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and their provision on the market; knowledge of the legislative framework in the field of pharmacy provision and promotion of medicines on pharmaceutical market.

PC2: Forecasting activity indicators of pharmaceutical enterprises in the context of market and competition factors influencing on the pharmaceutical market: achievements, pharmaceutical stocks; travel expenses; benefits; assess trends in the development of providing the population with medicines.

PC3: Designing practical activity in the pharmaceutical system according to the diversity of professional roles in pharmaceutical marketing activities; use and adaptation of theoretical knowledge in the field of pharmacy to situations of practical pharmaceutical market activity; making professional activity more efficient by introducing innovative pharmaceutical elements; application of the requirements of the pharmaceutical legislation in the pharmacist's practice; possessing the computer as a working tool in the theoretical and practical pharmaceutical activity.

PC4: Diagnosing the peculiarities and cultural organizations of the enterprises and the pharmaceutical institutions in order to carry out the activities of ensuring the pharmaceutical market with efficient, harmless, good quality, appropriate products in conditions of maximum accessibility.

PC5: Determination of the criteria for assessing the efficacy of the pharmaceutical system and of the personal activity depending on the real conditions and in the concrete social context from the point of view of the pharmaceutical market.

PC6: Adoption of messages in various socio-cultural environments, including through multi-lingual communication; using the capacity to solve the problems of the situation in the pharmaceutical activity in collaboration with doctors; promoting principles of tolerance and compassion for patients; the use of information technology (and computer) in pharmaceutical activity

Transversal competences (TC):

TC1: Promoting logical reasoning, practical applicability, evaluation and self-assessment in decision-making; observance of pharmaceutical ethics and deontology rules in the preparation, analysis, transfer and release of medical remedies for the population and medical institutions.

TC2: Identification of the training needs according to the evolution of the pharmaceutical system; determining the priorities in the continuous professional training of the pharmacist; the appreciation of the changes received in the pharmaceutical system as a condition of its functionality.

TC3: Performing activities and exercising the roles specific to team work. Promoting the spirit of initiative, dialogue, cooperation, positive attitude and respect for others, empathy, allegiance and continuous improvement of one's own activity.

Study outcomes:

At the end of the course, the student will be able to:

- ✓ know the content of marketing as a discipline and the particularities of its application on the market;
- ✓ be aware of principles and particularities of ethics and deontology in the practice of pharmaceutical marketing;
- ✓ know the peculiarities of the pharmaceutical market and the general market;
- ✓ know the segmentation criteria and be able to segment the pharmaceutical market;
- ✓ determine the absolute and relative market share of an enterprise;
- ✓ to determine the influence of the internal and external environment factors on the activity of the pharmaceutical enterprise;



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- ✓ perform the analysis of the marketing environment and develop the marketing strategies' plan of the pharmaceutical enterprise;
- ✓ be familiar with the medical and pharmaceutical classification of pharmaceutical and par pharmaceutical products, product range notions and its dimensions;
- ✓ know and be able to make the merceological analysis at the stage of receiving the goods;
- ✓ determine the factors that influence the formation of prices for medicines and be able to determine the elasticity of demand based on the price;
- ✓ know and be able to organize the process of distribution and promotion of pharmaceutical products in accordance with their particularities and the pharmaceutical market;
- ✓ develop an advertising message of an OTC and para pharmaceutical product;
- ✓ assess the errors found in the advertising spots of OTC medicines on TV, radio, the Internet;
- ✓ know the specific techniques related to quantitative and qualitative pharmaceutical marketing research
- ✓ be able to organize activities of the marketing structure within the pharmaceutical enterprise; be able to develop strategic and operative plans for the marketing activities of a pharmaceutical enterprise
- ✓ be able to identify the market opportunities, early recognition of market challenges and threats;

VIII. THE STUDENT'S SELF-TRAINING

No.	Expected product	Strategies for achieving	Evaluation criteria	Deadline
1	Preparation and presentation of an advertising material for a medicinal product from the OTC list (at the choice of the list proposed by the professor)	studying the Regulation on Advertising and Promotion of Medicines in Republic of Moldova selecting and gathering information to prepare the promotional text finalizing the advertising material as a presentation in POWER - POINT	<ul style="list-style-type: none"> ✓ the ability to extract the essential meaning and to interpret it correctly in practice; ✓ the workload, ability to select the conclusive material; ✓ ingenuity and presentation, ability to persuade, comment, and adequately expose presentation, correctness. 	During semester
2	Pharmaceutical marketing plan of a medicinal product (at the choice from the list proposed by the professor)	Developing the research plan; Selection of statistical data on the pharmaceutical market for the investigated product; Accumulation of information from various sources about the researched product: price, distribution, communication, etc. Finalizing the pharmaceutical marketing plan; Formulation of conclusions and recommendations.	<ul style="list-style-type: none"> ✓ the concordance of the developed plan with the research plan; ✓ quality of collecting and systematizing statistical data; ✓ the level of the material chosen for the topic; ✓ the level of analysis, synthesis and generalization of the selected material; ✓ quality of conclusions and recommendations 	During semester

IX. METHODOLOGICAL SUGGESTIONS FOR TEACHING-LEARNING-ASSESSMENT

- ***Teaching and learning methods used***

Course, practical work, individual work, teaching practice. Courses are delivered by the authors of the course. Practical work is individualized. Each student fulfills the problems set out in the practical workbook or standard forms. At the end of the practical classes each theme in the practical workbook is checked and signed by the teacher. In the learning process, various methods are used to assess practical knowledge and skills: observation, analysis, comparison, modeling, etc.



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- **Applied teaching strategies /technologies applied (specific to the discipline)**

During the studies, some specific methods are used: "Brainstorming", "Group Interviews", "Case Studies", etc. Individual work in the learning process includes the self-study of subjects at the teacher's indication, the study of additional material for each topic from basic and additional bibliographic sources, from the databases available through the communication networks of legislative and normative acts which regulate the pharmaceutical activity, preparation of aggregated findings.

Individual work in the learning process includes the study of supplementary material for each topic from basic and additional bibliographic sources from the databases available through the communications networks of legislative and normative acts regulating the pharmaceutical activity. Each student at the end of the discipline studying process has to present and defend one paperwork in the form of a course paper, with the theme indicated by the teacher, which is part of the studied subject.

- **Methods of assessment (including the method of final mark calculation)**

Current: frontal and/or individual control of lab level training through tests, totalizations, group discussions, case study analysis. During the laboratory work - solving problems and exercises, performing role plays on their subjects, checking the results of the laboratory work.

During the semester, 2 totalizations are organized in written/oral form and as test-control. The summing mark is calculated including the results of the current checks.

At the end of the semester, the average annual grade is calculated based on positive grades from all student totalizations and student's individual work.

Final: 2-stage colloquium differentiated: Practical skills attestation, testing and written response.

Final grade - weighted: annual average score - 50%, attestation of practical skills - 20%, written answer - 30%.

The annual average grade and grades of the final examination (practical skills, written answer) - will be expressed in numbers according to the scoring scale indicated in the table.

The final mark obtained will be expressed in two decimal places, which will be entered in the notes book.

Method of marks rounding at the assessment stages

Grille of intermediate marks (annual average, marks for the differentiated colloquium stages)	National scoring system	Equivalent ECTS
1,00-3,00	2	F
3,01-4,99	4	FX
5,00	5	E
5,01-5,50	5,5	
5,51-6,00	6	D
6,01-6,50	6,5	
6,51-7,00	7	
7,01-7,50	7,5	C
7,51-8,00	8	
8,01-8,50	8,5	B
8,51-9,00	9	
9,01-9,50	9,5	A
9,51-10,0	10	

Remark: Failing to come to the colloquium test without motivated reasons is recorded as "absent" and is equivalent to 0 (zero). The student has the right to pass 2 times the not passed colloquium.



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X. RECOMMENDED LITERATURE:

A. Compulsory:

1. Dogotari Liliana, Lupu Mihail, Peschin Anatolie. Marketingul farmaceutic. Chișinău, Ed. Tipografia Centrală, 2013. 216 pag.
2. Safta Vladimir, Brumărel Mihail, Ciobanu Nadejda, Adauji Stela. Management și legislație farmaceutică. Chișinău, F.E.P. Ed. Tipografia Centrală, 2012. 800 pag.

B. Additional:

1. Gherman C.M. Marketing diferențiere și poziționare. Iași, Ed. Tehnopress, 2010. 420 pag.
2. Carata A., Soroceanu V., Tăierel A.E. Marketing – management și politici de marketing în domeniul farmaceutic. București, Ed. Tehnoplast, 2008. 311 pag.
3. Voitcu Mariana, Cărăușu Elena-Mihaela. Marketingul medicamentelor. Iași, Ed. Gr. T. Popa, 2004. 339 pag.
4. Kotler Ph., Armstrong G. Principiile marketingului. București, Ed. Teora, Ediția a 4-a, 2008. 1041 pag.
5. Kotler Philip, Keller Kevin Lane. Managementul marketingului. București, Ed. Teora, Ediția a 5-a, 2008. 1148 pag.
6. Мнушко З. Н., Дихтярева Н. М. Менеджмент и маркетинг в фармации. Харьков, Изд. НфаУ «Золотые страницы», 2007, часть 1. 356 стр.
7. Мнушко З. Н., Дихтярева Н. М. Менеджмент и маркетинг в фармации. Харьков, Изд. НфаУ «Золотые страницы», 2007, часть 2. 524 стр.
8. Микки С. Смит, Е. М. Колласа, Грег Перкинс, Брюс Сикер. Фармацевтический маркетинг. – Москва. Изд. "Липерра", 2005, 297 стр.