

Name of discipline	Pharmaceutical marketing		
Type	Compulsory	Credits	4
Academic year	III	Semester	VI
Number of hours	Course	15	Practice work
	Seminar	-	Self-training
Component	Specialized		
Course holder	Dogotari Liliana, PhD, associate professor Priscu Vitalie, university assistant		
Location	Chisinau, str. Nicolae Testemițanu, 22, <i>Vasile Procopișin</i> University Pharmaceutical Center		
Conditionings and prerequisites of:	Program: 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;		
	Competences: 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.		
Mission of the discipline	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		
Overview of the topics	General notions of pharmaceutical marketing. General characteristics of the pharmaceutical market. Marketing environment of pharmaceutical company. Marketing strategy notions of pharmaceutical companies. Marketing mix. The product policy within the marketing mix. Classification and coding of pharmaceutical and para-pharmaceutical products. Packaging, containers, sealing materials. Storage of medical and pharmaceutical products. Standardization of quality of medical - pharmaceutical products. Merceological analysis. Marketing mix. Price policy in the marketing mix. Marketing mix. The distribution policy in marketing mix. Marketing mix. Promotion (communication) policy in the marketing mix. Marketing research. Organizing marketing activities within pharmaceutical enterprises. Elaboration of marketing plan. Contemporary pharmaceutical marketing.		
Outcomes	<ul style="list-style-type: none"> • 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; 		

	<ul style="list-style-type: none"> • 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; • 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.
Clinical skills	<ul style="list-style-type: none"> • to know the content of marketing as a discipline and the particularities of its application on the pharmaceutical market; • to know the ethical and deontological principles and particularities in the practice of pharmaceutical marketing; • to know the particularities of the pharmaceutical market and its particularities compared to the general consumer market; • to know the segmentation criteria and to be able to segment the pharmaceutical market; • be able to determine the absolute and relative pharmaceutical market share of the pharmaceutical enterprise; • to determine the factors influencing the internal and external environment and their level of influence on the activity of the pharmaceutical company; • to be able to perform the analysis of the marketing environment and the plan of the marketing strategies of the pharmaceutical enterprise; • to know the medical and pharmaceutical classifications of pharmaceutical and para-pharmaceutical products, the notions of product range and its dimensions;

	<ul style="list-style-type: none"> • to know and be able to perform the merchandise analysis at the stage of receiving the goods; • to be able to determine the factors that influence the formation of drug prices and to be able to determine the elasticity of demand depending on the price; • to know and be able to organize the process of distribution and promotion of pharmaceutical products in accordance with their particularities and the pharmaceutical market; • be able to develop advertising messages for OTC drugs and para-pharmaceuticals; • to evaluate the errors detected in the advertising spots of OTC medicines on TV, radio, Internet; • to know the specific techniques of quantitative and qualitative pharmaceutical marketing research; • to be able to organize activities of the marketing structure within the pharmaceutical enterprise, to elaborate strategic and operative plans of the marketing activities of the pharmaceutical enterprise; • be able to identify market opportunities, early recognition of challenges and threats in the pharmaceutical market; • to know the trends of digital marketing; • to know the main elements of digital marketing
Evaluation form	Exam