

	Catedra de FARMACIE SOCIALĂ "VASILE PROCOPIȘIN" 09.3.1.07 Planurile tematice și calendaristice ale cursurilor și lucrărilor practice (seminare)	RED.:	07
		DATA:	15.04.2019
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"APPROVAL"

Head of department, university lecturer

Stela ADAUJI_____

"30" of January 2020

SCHEDULE

of lectures and practical classes on **Pharmaceutical Marketing**
for students of the 4th year, spring semester, academic year 2019-2020

Nr. te-me-i	TEMA	Prelegeri	Lucrări de laborator
		Nr. de ore	Nr. de ore
		Data	Data
1.	General notions of pharmaceutical marketing.	1 03.02.2020	3 03.02.2020
2.	General characteristics of the pharmaceutical market.	1 10.02.2020	3 10.02.2020
3.	Marketing environment of pharmaceutical company. Marketing strategy notions of pharmaceutical companies.	1 17.02.2020	3 17.02.2020
4.	Marketing mix. The product policy.	2 24.02, 02.03.2020	6 24.02, 02.03.2020
5.	Classification and coding of pharmaceutical and par-pharmaceutical products.	1 09.03.2020	3 09.03.2020
6.	Of quality of medical - pharmaceutical products. Merceological analysis.	1 16.03.2020	3 16.03.2020
7.	Packaging, containers and sealing materials. Storage of medical and pharmaceutical products.	1 23.03.2020	3 23.03.2020
	Totalization No. 1.	- -	3 30.03.2020
8.	The price policy in marketing mix.	2 06, 13.04.2020	3 06.04.2020
9.	The distribution policy in marketing mix.	2 04.05.2020	3 13.04.2020
10.	The communicational (promotional) policy in marketing mix.	1 11.05.2020	6 04, 11.05.2020
11.	Marketing research.	2 18.05.2020	3 18.05.2020
12.	Organizing marketing activities within pharmaceutical enterprises. Development of marketing plan.	2 18.05.2020	3 25.05.2020
	Totalization No. 2.	- -	3 25.05.2020
13.	Differentiated colloquium.	- -	3 01.06.2020
Total ore		17	51

Assistant professor

Vitalie PRISCU