

SYLLABUS for the course

Të dhëna bazike të lëndës	
Academic unit:	Marketing Department, Faculty of Economics
Title of the course:	Marketing in pharmaceutical industry
Level:	Bachelor
Status of the course:	Elective
Year of studies:	III
Number of hours per week:	2+1
ECTS credits:	4
Time / location:	Sixth Semester / Faculty of Economics, University of Prishtina “Hasan Prishtina”
Tutor:	Vjosa Fejza, PhD Candid.
Tutor’s contact details:	Tel: 049 398 066 Email: vjosa.fejza@uni-pr.edu
Content of the course	
	<p>The pharmaceutical market represents one of the most dynamic and controversial markets. Its specific features are rooted in the specific nature of its products and in the complex interests of the main constituents of market demand.</p> <p>Finding ways to improve marketing practice in the pharmaceutical sector lie in understanding marketing theory and best practice logic and comparing it with on-going everyday practice.</p> <p>Therefore, through this course will be attempted to offer to the students a general knowledge, firstly about the fundamental rules in marketing, continuing with management of pharmaceutical marketing, market research, situational analysis, studying of pharmaceutical market, development of the 4 p-s of marketing in pharmaceutical industry, etc. Also, students will be given different case studies from domestic market of this industry as well as from abroad, in order to better create a clear picture regarding to the application of marketing in the pharmaceutical industry.</p>
Course’s objectives:	<p>The aim of the course is to give students basic knowledge from Marketing in the pharmaceutical industry</p>

The expected outcomes:	<p>On completion of the course, students are expected to:</p> <ol style="list-style-type: none"> 1. Define what is Management of Pharmaceutical Marketing; 2. Explain marketing strategies which are applied in the pharmaceutical industry; 3. Familiarize with pharmaceutical market; 4. Design marketing mix policies for pharmaceutical industry; 5. Evaluate competitive strategies of the companies which are part of the pharmaceutical industry, etc.
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Contribution to student load (which should correspond to student learning outcomes)

Activity	Hour	Day / week	Total
Lectures	2	15	30
Theoretical / laboratory exercises	1	15	15
Practical work		-	-
Contacts with the teacher / consultants	1	6	6
Field exercises	-	-	-
Test, seminars	2	1	2
Homework	2	1	2
Student study time (in library or at home)	1	10	10
Final exam preparation	2	5	10
Time spent on assessment (tests, quiz, final exam)	2	5	10
Projects, presentations, etc.	3	5	15
Total			100

Teaching methods:	<p>Teaching methods that will be applied in this course are listed below:</p> <ul style="list-style-type: none"> • lecturing, • explanation, • conversation (as an interactive form) • seminar papers, • presentations, • tasks, • Exams, etc. <p>Concretization means / IT: Computer, projector, marker and white –board.</p>
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Assessment methods:	<p>Evaluation methods and passin critetia:</p> <ul style="list-style-type: none"> • 1st Exam – 40 % • 2nd Exam – 40 % • Class participation in lectures and exercises - 10 % • Activity and seminar paper - 10 % <p style="text-align: right;">Total: 100 %</p> <p>In case a student fails to pass the exam, he/she should undergo a Final Exam (50%)</p>
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Literature	
Basic literature:	<ol style="list-style-type: none"> 1. Mnushko, Z. M., Pestun, I. V., Timanyuk, I. V., Sofronova, I. V., Aliekperova, N. V. (2016). Management and Marketing in Pharmacy. Part II: Marketing in Pharmacy. Krahkiv. Publishing Center “Dialog”. Ukraine. 2. Dogramatzis, D. (2002). Pharmaceutical Marketing. A practical Guide. Taylor & Francis Group. CRC Press. Florida, USA. 3. Authorized lecturers – Vjosa Fejza
Additional literature:	<ol style="list-style-type: none"> 1. Buckley, J. (2004). Pharmaceutical Marketing – Time for Change. Electronic Jorunal of Business Ethics and Organization Studies, Vol 9, No. 2, pp. 4 – 11. 2. Vasiljev, S., Pantelic, D. (2010). Pharmaceutical Market(ing): Theory and Reality. “Club of Economics in Miskolc” TMP, Vol. 6, No. 2, pp. 85 – 91. 3. Applbaum, K. (2006). Pharmaceutical Marketing and the Invetion of the Medical Consumer. PLoS Med 3(4): e189, pp. 445 – 447. 4. Rollins, B. L. (2013). Chapter 2: Pharmaceutical Marketing and the Industry Environment.

The detailed plan of work:	
Week	Topic
<i>Week 1</i>	Fundamental Rules in Marketing
<i>Week 2</i>	Management of Pharmaceutical Marketing
<i>Week 3</i>	What is Marketing Strategy
<i>Week 4</i>	Marketing Research and the Information

<i>Week 5</i>	Studying of Pharmaceutical Market
<i>Week 6</i>	Situational Analysis
<i>Week 7</i>	The Product Policy. Assortment of Medical Products. The Commodity Policy of Pharmaceutical Enterprises and Pharmacies
<i>Week 8</i>	1st Exam
<i>Week 9</i>	The Price Policy of Pharmaceutical Enterprises and Pharmacies
<i>Week 10</i>	The Distribution Policy of Pharmaceutical Enterprises and Pharmacies
<i>Week 11</i>	The Promotion Policy of Pharmaceutical Enterprises and Pharmacies
<i>Week 12</i>	Competitive Strategies
<i>Week 13</i>	Marketing Control
<i>Week 14</i>	The International Marketing in the Pharmaceutical Industry
<i>Week 15</i>	2nd Exam

Academic policies and code of conduct:

Cheating on examination; Plagiarism; Misrepresentation or falsification of data of an examination; Unauthorized communication during examinations; Knowingly allowing another student to represent your work as his or her own; Forgery, alteration, or knowing misuse of graded examinations, quizzes, grade lists, or official records of documents; Theft or destruction of examinations or papers; Submitting the same work in more than one course; Altering or destroying another student's work or records, Attempting improperly to influence the award of any credit, grade, or honor; Violation of the rules governing teamwork; Failure to comply with the sanctions imposed under the authority of this code.