**Course Description**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Faculty** | **Pharmacy** | | | | | | |
| **Department** | Clinical Pharmcy | | | **Level** | | |  |
| **Course** | Pharmaceutical Management and Marketing | **Code** | 1702474 | **Prerequisite** | | | NON |
| **Credit hours** | 3 | **Theoretical** |  | **Practical** | | |  |
| **Coordinator** |  | **Email** |  | | | | |
| **Teachers** | Dr. Rasha M. Hussein | **Emails** |  | | | | |
| **Lecture Time** |  | **Place** |  | | **Attendance mode** |  | |
| **Semester** |  | **Preparation date** |  | | **Modification Date** |  | |

|  |
| --- |
| **Abstracted Course Description** |
| The Pharmaceutical Management and Marketing course is expected to give the students a firm background on the objectives and methods of the modern marketing and management skills. This course gives the students an introduction to the concept of modern marketing vs selling, how to adopt the marketing mix elements (product, price, place, promotion) the extended marketing mix elements (people, physical evidence, process), the factors affecting the consumer behavior and the pharmaceutical code of ethics. In addition, the major roles of mangers, required skills and organization structure are discussed. |
| **Course Goals** |
| 1- Acquire knowledge of basic marketing and management principles. 2- Understand essential management skills for organizations.  3-Comply with relevant regulations in management practices. 4- Develop and present a marketing strategy for a selected product. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CILOs** | | | | | |
| **Knowledge** | | | | | |
| A.1 Identify the consumer needs, wants and demands.  A.2 Understand the different marketing mix elements: (Product & Product life cycle, Distribution channels, Pricing strategies and promotions).  A.3 Describe the pharmaceutical ethics in marketing according to the relevant regulations. | | | | | |
| **Skills** | | | | | |
| B.1 Compare between the production concept, the product concept, the selling concept, the marketing concept, the societal marketing concept andthe holistic marketing concept.  B.2 Analyze the extended marketing mix elements: People, Physical evidence, Process.  B.3 Differentiate between the traditional versus modern marketing concepts. . | | | | | |
| **Competencies** | | | | | |
| C.1 Respect different cultures in implementing professional work.  C.2 Act as an effective member in the team of class project.  C.3 Apply the information presented in the course in the pharmacy management | | | | | |
| **Learning Methods** | | | | | |
| * Lecture material and notes ,Homework and Assignments, Projects, Presentation, | | | | | |
| **Evaluation Tools** | | | | | |
| Exams,Presentation, project, assignments. | | | | | |
| **Week** | **Topics** | **Learning methods** | **Evaluation tool** | **ILOs** | **Hours** |
| **1.** | Introduction to marketing:  What is the difference between modern marketing concept vs traditional marketing, marketing objectives and functions | lectures | Quiz | **A1,a2,b1,b2,c1** | **3** |
| **2.** | What is the Needs, wants and demand? and how to manipulate the Demand curves | lectures | Exams | **A1,a2,b1,b2,c1** | **3** |
| **3.** | The definition, advantages and disadvantages of the different marketing concepts:  1- The production concept  2- The product concept  3- The selling concept  4- The marketing concept  5- The societal marketing concept  6- The holistic marketing concept | lectures | Quiz | **A2,a3,b1,b3,c2,c3**  **A1,a2,b1,b2,c1** | **6** |
| **4.** |
| **5.** | Marketing Mix elements:  -Product concept &  Product life cycle  -Distribution channels (place)  -Pricing  -Promotional mix . | Homework and Projects, Presentation | Exams | **A2,a3,b1,b3,c2,c3**  **A1,a2,b1,b2,c1**  **A2,a3,b1,b3,c2,c3**  **A1,a2,b1,b2,c1** | **12** |
| **6.** |
| **7.** |
| **8.** |
| **9.** | Extended marketing mix elements: people, process, physical evidence | lectures | Assignments, | **A1,a2,b1,b2,c1** | **3** |
| **10.** | characteristics of the consumer behavior and the factors affecting buyer decision process. | lectures | Exams | **A2,a3,b1,b3,c2,c3** | **3** |
| **11.** | Pharmaceutical code of ethics and the regulation of promotional efforts. | lectures | Exams | **,A1,a2,a3,b1,b2,c1,b3,c2,c3** | **3** |
| **12.** | Management definition, manager roles, skills and organization structure | lectures | Exams | **A2,a3,b1,b3,c2,c3** | **12** |
| **13.** |
| **14.** |
| **15.** | **FAINAL EXAM** | | | |  |
| **16.** |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Plan of Course Evaluation** | | | | | | | | | | **Evaluation Tools** | | **Mark** | **ILOs** | | | | | | |  |  |  |  |  |  | | **First Exam (Mid-term)** | | **30%** | **A2,a3,b1,b3,c2,c3** |  |  |  |  |  | | **Second Exam (If available)** | |  |  |  |  |  |  |  | | **Final Exam** | | **50%** | **,A1,a2,a3,b1,b2,c1,b3,c2,c3** |  |  |  |  |  | | **Activities** | |  |  | | | | | | | **Activities Evaluation** | Homework/Tasks | 10% | B1.B2,B3C1 |  |  |  |  |  | | Case Study |  |  |  |  |  |  |  | | Discussion and Interactions |  |  |  |  |  |  |  | | Group Activities |  |  |  |  |  |  |  | | Laboratory Exams |  |  |  |  |  |  |  | | Presentations |  |  |  |  |  |  |  | | Quizzes | 10% | **,A1,a2,a3,b1,b2,c1,b3,c2,c3** |  |  |  |  |  | | Others |  |  |  |  |  |  |  | | **Total** | | 100% |  |  |  |  |  |  |   **Components** | |
| **Book** | * Principles of marketing, Philip Kotler & Armstrong, latest available edition * Marketing strategy, Ferrel et al., latest available edition. |
| **References** |  |
| **Recommended Readings** |  |
| **Electronic materials** |  |
| **Other websites** |  |

**Subject Coordinator:**

**Head of Curriculum Committee:**

**Department Head:**

**Faculty Dean:**

**Last update date:**