

PHARMACEUTICAL MANAGEMENT AND MARKETING
The plan of lectures, practical classes and independent work
for foreign students of the 5th course group № 1
of pharmaceutical department (English-speaking department) for IX semester 2023/2024

№	Lecture subject	Quantity of hours	Date
1.	Product policy of pharmaceutical companies.	2	06.09
2.	Price policy of pharmaceutical companies.	2	20.09
3.	Sales policy of pharmaceutical companies.	2	04.10
4.	Promotion of medicines on the market. Digital marketing in pharmacy.	2	18.10
Total		8	

№	Practical class subject	Quantity of hours	Date
1.	Marketing policy of medicines. Assortment policy of pharmaceutical enterprises. Life cycle of drugs.	2	07.09
2.	Marketing policy of medicines. Quality and competitiveness of drugs.	2	14.09
3.	Marketing policy of medicines. Trademarks, brands and packaging of medicines.	2	21.09
4.	Pricing policy of pharmaceutical enterprises. Models and methods of pricing on medicines.	2	28.09
5.	Pricing policy of pharmaceutical enterprises. The main strategies of drug pricing.	2	05.10
6.	Pricing policy of pharmaceutical enterprises. Models and methods of drug pricing.	2	12.10
7.	Sales policy of pharmaceutical enterprises. Rational drug sales system.	2	19.10
8.	Sales policy of pharmaceutical enterprises. Drug distribution strategies	2	26.10
9.	Sales policy of pharmaceutical enterprises. Pharmaceutical logistics	2	02.11
10.	Promotion of medicines on the market. System of marketing communications of a pharmaceutical enterprise	2	09.11
11.	Promotion of medicines on the market. Advertising and PR-activities, personal sales and promotion of drug sales. pharmaceutical enterprises	2	16.11
12.	Promotion of medicines on the market. Digital marketing in pharmacy	2	23.11
13.	Basic principles of international pharmaceutical marketing.	2	30.11
14.	Methods and forms of entering the foreign pharmaceutical market Formation of the complex of international pharmaceutical marketing.	2	07.12
15.	Representative offices of pharmaceutical enterprises are an important subject of the international market	2	14.12
Total		30	

№	Independent students' work subject	Quantity of hours	Date
1.	Marketing policy of medicines. Assortment policy of pharmaceutical enterprises. Life cycle of drugs.	2	01.09 – 07.09
2.	Marketing policy of medicines. Quality and competitiveness of drugs.	2	08.09 – 14.09
3.	Marketing policy of medicines. Trademarks, brands and packaging of medicines.	4	15.09 – 21.09
4.	Pricing policy of pharmaceutical enterprises. Models and methods of pricing on medicines.	2	22.09 – 28.09
5.	Pricing policy of pharmaceutical enterprises. The main strategies of drug pricing.	2	29.09 – 05.10
6.	Pricing policy of pharmaceutical enterprises. Models and methods of drug pricing.	4	06.10 – 12.10
7.	Sales policy of pharmaceutical enterprises. Rational drug sales system.	2	13.10 – 19.10
8.	Sales policy of pharmaceutical enterprises. Drug distribution strategies	2	20.10 – 26.10
9.	Sales policy of pharmaceutical enterprises. Pharmaceutical logistics	4	27.10 – 02.11
10.	Promotion of medicines on the market. System of marketing communications of a pharmaceutical enterprise	2	03.11 – 09.09
11.	Promotion of medicines on the market. Advertising and PR-activities, personal sales and promotion of drug sales. pharmaceutical enterprises	4	10.11 – 16.11
12.	Promotion of medicines on the market. Digital marketing in pharmacy	2	17.11 – 23.11
13.	Basic principles of international pharmaceutical marketing.	6	24.11 – 30.11
14.	Methods and forms of entering the foreign pharmaceutical market Formation of the complex of international pharmaceutical marketing.	7	01.12 – 07.12
15.	Representative offices of pharmaceutical enterprises are an important subject of the international market	7	08.12 – 14.12
Total		52	