

**Thematic plan of lectures
in the discipline "Pharmaceutical marketing"
for students of the educational program
specialist in the specialty 33.05.01 Pharmacy,
direction (profile) Pharmacy,
full-time of study
for the 2023-2024 academic year**

№	Topics of lectures	Hours (academic)
	Module 1: Marketing Research in the Pharmaceutical Market	
1.	Introduction to marketing. Pharmaceutical marketing: objectives, functions. Marketing mix: 4Ps. Concepts of marketing. Categories of marketing	2
2.	Structure and segmentation of the pharmaceutical market. Pharmaceutical environment. SWOT analysis. State regulation and social policy in health care.	2
3.	Types of demand. Positioning of goods in the pharmaceutical market. Types of consumers. Marketing research in pharmacy.	2
	Module 2 Assortment policy and promotion of goods on the pharmaceutical market	
4.	Assortment policy of a pharmaceutical organization. Life cycle of goods. Rules of effective presentation of pharmacy goods. Merchandising.	2
5.	Promotion in the pharmaceutical market. Over-the-counter and prescription drugs.	2
6.	Pricing policy. Formation of loyalty of consumers of pharmacy goods	2
7.	Analysis of competitiveness of pharmacy organizations.	2
	Total	14

-Subject

² - essential content

Considered at the meeting of the department of Management and Economics of Pharmacy, Medical and Pharmaceutical Merchandising "26" May 2023, protocol No. 10.

Head of the Department,

Doctor of Pharmacy



L.M. Ganicheva