

**Thematic plan of seminars  
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**

№	Thematic blocks	Hours (academic)
<b>Module 1: Marketing Research in the Pharmaceutical Market</b>		
1.	Introduction to marketing. Pharmaceutical marketing: objectives, functions.	2
	Marketing mix: 4Ps. Concepts of marketing. Categories of marketing	1
2.	Structure of the pharmaceutical market.	2
	State regulation and social policy in health care.	1
3.	Pharmaceutical environment.	2
	SWOT-analysis.	1
4.	Marketing research in pharmacy.	2
	Methods of research	1
5.	Types of demand.	2
	Types of consumers	1
6.	Segmentation of the pharmaceutical market.	2
	Essence and problems of positioning in the pharmaceutical market	1
7.	Positioning of medicines.	2
	Positioning of pharmacy products in the pharmaceutical market.	1
8.	Control of knowledge, abilities, skills on thematic blocks 1-7 (part 1)	2
	Control of knowledge, abilities, skills on thematic blocks 1-7 (part 2)	1
<b>Module 2 Assortment policy and promotion of goods on the pharmaceutical market</b>		
9.	Assortment policy of a pharmaceutical organization.	1
	Life cycle of goods.	2
10.	Rules of effective presentation of pharmacy goods.	1
	Advertising of pharmacy products.	2
11.	Promotion in the pharmaceutical market.	1
	Information marketing of over-the-counter drugs.	2
12.	Merchandizing.	1
	Segment of dietary supplements on the pharmaceutical market	2

13.	Consumers of prescription drugs.	1
	The role of the pharmacist in the prescription drug market.	2
14.	Promotion of prescription drugs in the pharmaceutical market.	1
	The role of the patient in the prescription drug market.	2
15.	Pricing of pharmacy products.	1
	Pricing strategies	2
16.	Pricing policy. Approaches to price formation.	1
	Formation of loyalty of consumers of pharmacy products	2
17.	Competition. Factors of competitiveness. Types of competition.	1
	Analysis of competitiveness of pharmacy organizations.	2
18.	Defense of the abstract (part 1)	1
	Defense of the essay (part 2)	2
	Intermediate certification	2
	<b>Total</b>	<b>56</b>

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

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