

School of Pharmacy / School of Pharmacy (English)

2024 - 2025 Academic Year

DRUG MARKETING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DRUG MARKETING	PHA5115612	Fall Semester	2+0	2	3
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. İpek EROĞLU				
Name of Lecturer(s)	Assist.Prof. İpek EROĞLU				
Assistant(s)					
Aim	The aim of this course is to teach the basic principles of pharmaceutical marketing and sales, as well as basic information about marketing and sales personnel, and to provide students with the necessary knowledge and skills to structure the pharmaceutical market.				
Course Content	This course contains; What is marketing and sales,Product Life Cycle in Pharmaceuticals (Trends, Identification, Approval and Monitoring),New product development (R&D) and growth strategies in themarket,The marketing and sale personnel and tasks ,Pricing,Pharmaceutical Brands and Patents,Pharmaceutical Promotion Mix and Promotional Activities,Marketing and Ethics,Pharmaceuticals and their Role in Sustainability,Pharmacy and Design,Pharmaceutical marketing and sales force,Importance of communication in pharmaceutical marketing and sales,Sales and Marketing as a Team Work,Pharmaceutical Marketing Information Systems (IMS Health, Medula, RxMediaPharma, etc.).				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Be able to structure the market for the pharmaceutical product.			14, 9	C	
1.1. Analyses the life cycle of the product.			3, 9	C	
1.2. Reports marketing research of the product.			12, 3	C	
1.3. Determines growth strategies for the product in the market.			3, 9	C	
1.4. Determines the most appropriate pricing for the product in the market.			3, 9	C	
2. Will be able to design marketing and sales in the pharmaceutical industry.			3, 9	C	
2.1. Manages the marketing and sales force of the pharmaceutical brand in the market.			3, 9	C	
2.2. Manages team play in sales and marketing.			3, 9	C	
3. Will be able to use pharmaceutical marketing information systems.			3, 9	C	
3.1. Defines RxMediaPharma.			3, 9	C	
3.2. Defines Medula.			3, 9	C	
3.3. Defines IMS Health.			3, 9	C	
Teaching Methods	12: Problem Solving Method, 14: Self Study Method, 3: Problem Baded Learning Model, 9: Lecture Method				
Assessment Methods	C: Multiple-Choice Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	What is marketing and sales	1			
2	Product Life Cycle in Pharmaceuticals (Trends, Identification, Approval and Monitoring)	1			
3	New product development (R&D) and growth strategies in themarket	1			
4	The marketing and sale personnel and tasks	1			
5	Pricing	1			
6	Pharmaceutical Brands and Patents	1			
7	Pharmaceutical Promotion Mix and Promotional Activities	1			
8	Marketing and Ethics	1			
9	Pharmaceuticals and their Role in Sustainability	1			
10	Pharmacy and Design	1			
11	Pharmaceutical marketing and sales force	1			
12	Importance of communication in pharmaceutical marketing and sales	1			
13	Sales and Marketing as a Team Work	1			
14	Pharmaceutical Marketing Information Systems (IMS Health, Medula, RxMediaPharma, etc.)	1			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
1. Lecture notes will be given to the students.	