

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MARKETING and SALES MANAGEMENT in PHARMACY	PHA5215615	Spring Semester	2+0	2	3
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. İpek EROĞLU				
<b>Name of Lecturer(s)</b>	Assist.Prof. İpek EROĞLU				
<b>Assistant(s)</b>					
<b>Aim</b>	The purpose of this lesson is to teach, how to use correct marketing sales management techniques in pharmacy practice and how are the effects.				
<b>Course Content</b>	This course contains; The importance of sales and marketing on pharmacy management and basic concepts about management.,Understanding and evaluating limitations on marketing and sales management in pharmacy that situated in Republic of Turkey promotional Activities of the Ministry of Health Regulation on human medicinal products.,The basic concepts of marketing.,Marketing management in the pharmacy.,Inviting a successful pharmacist to pharmacy courses in the area of pharmacy marketing management and performing case studies on pharmacy marketing management.,The basic concepts of sales.,Pharmacy sales management.,Inviting a successful pharmacist to pharmacy courses in the area of pharmacy sales management and performing case studies on pharmacy sales management.,Applied SWOT analysis.,The effect of coordination and exhibition on marketing and sales management in pharmacy practice, basic rules of coordination and exhibition, coordination and exhibition categories.,The effects of body language on marketing and sales management in the pharmacy, the meaning of the basic movements of body language and the ways of using body language to communicate using the correct paths.,Drugs and OTC products marketing and sales management in the pharmacy market, and the impact of this effect should be born in mind of a pharmacist to be properly managed.,To invite an employee as a guest experienced in the course of Drugs and OTC products market, to explain the effects of the pharmacy market with case studies.,Reading and evaluating current articles on marketing and sales management in pharmacy				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Incorporate basic principles of management science with marketing and sales practices.			10, 13, 16, 19, 9	C	
1.1. Explains the basic concepts of marketing, management and sales.			16, 19, 9	C	
1.2. Adapts marketing and sales management to community pharmacy.			10, 13, 19, 9	C	
1.3. Compares the best marketing and sales management practices in pharmacy over examples.			10, 13, 16, 19, 4, 9	C	
2. Will be able to discuss the applications that will strengthen marketing and sales management.			10, 13, 16, 19, 9	C	
2.1. Demonstrates efficient instances for body language that might improve marketing and sales management.			10, 13, 16, 19, 9	C	
2.2. Generates a SWOT analysis that might establish marketing and sales management.			10, 16, 19, 9	C	
2.3. Evaluates different presentation and display examples in pharmacy according to marketing and sales management.			10, 13, 16, 19, 9	C	
3. Utilizes new developments in pharmacy and up-to-date scientific publications for marketing and sales management in community pharmacy.			10, 13, 16, 19, 9	C	
3.1. Arranges marketing and sales management according to changes of products current in the market in a community pharmacy.			10, 13, 16, 19, 9	C	
3.2. Evaluates current scientific publications in community pharmacy for invigorating marketing and sales management.			10, 13, 16, 19, 9	C	
3.3. Makes assumptions on a plan for target marketing and sales management in a community pharmacy.			10, 13, 16, 19, 9	C	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
<b>Assessment Methods</b>	C: Multiple-Choice Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	The importance of sales and marketing on pharmacy management and basic concepts about management.	1			
2	Understanding and evaluating limitations on marketing and sales management in pharmacy that situated in Republic of Turkey promotional Activities of the Ministry of Health Regulation on human medicinal products.	1			
3	The basic concepts of marketing.	1			
4	Marketing management in the pharmacy.	1			
5	Inviting a successful pharmacist to pharmacy courses in the area of pharmacy marketing management and performing case studies on pharmacy marketing management.	1			
6	The basic concepts of sales.	1			
7	Pharmacy sales management.	1			
8	Inviting a successful pharmacist to pharmacy courses in the area of pharmacy sales management and performing case studies on pharmacy sales management.	1			
9	Applied SWOT analysis.	1			
10	The effect of coordination and exhibition on marketing and sales management in pharmacy practice, basic rules of coordination and exhibition, coordination and exhibition categories.	1			
11	The effects of body language on marketing and sales management in the pharmacy, the meaning of the basic movements of body language and the ways of using body language to communicate using the correct paths.	1			
12	Drugs and OTC products marketing and sales management in the pharmacy market, and the impact of this effect should be born in mind of a pharmacist to be properly managed.	1			

**School of Pharmacy / School of Pharmacy (English)**  
**2024 - 2025 Academic Year**  
**MARKETING and SALES MANAGEMENT in PHARMACY**  
**Syllabus**

<b>Lecture Schedule</b>		
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>
13	To invite an employee as a guest experienced in the course of Drugs and OTC products market, to explain the effects of the pharmacy market with case studies.	1
14	Reading and evaluating current articles on marketing and sales management in pharmacy	1
<b>Evaluation Methods</b>		<b>Weight(%)</b>
Midterm Exam		40
General Exam		60

<b>Resources</b>
1. The lecture notes will be given to the students.