



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Pharmaceutical Marketing and Promotion 1
2	Course number	1203513
3	Credit hours (theory, practical)	3 (theory)
	Contact hours (theory, practical)	3 (theory)
4	Prerequisites/corequisites	Prerequisite: 1203401 (Pharmacoeconomics)
5	Program title	PharmD, BSc. Pharmacy
6	Program code	
7	Awarding institution	The University of Jordan
8	Faculty	Pharmacy
9	Department	Biopharmaceutics & Clinical Pharmacy
10	Level of course	Undergraduate
11	Year of study and semester (s)	First semester of the 5 th year
12	Final Qualification	PharmD, BSc. Pharmacy
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	1 September 2015

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Ali AL-Maaieh, RPh., MBA

Office

Phone 5 355 000,

E-mail: alimaaieh@hotmail.com,

Office hours to be announced

17. Other instructors:

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18. Course Description:

The course is composed of marketing concepts which the students are to fully understand. The course is designed to teach pharmacy students the principles of marketing and their applications in a pharmaceutical context, students are expected to apply the studied concepts over a major presentation.

19. Course aims and outcomes:

A- Aims:

1. Comprehensive understanding of the needs, wants and demand triangle for any product.
2. Understand the marketing mixture elements
3. Learning how to perform market segmentation, targeting. And understanding positioning

B- Course Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...

A. Knowledge and understanding:

A1- Understand all major marketing concepts

A2-understand how to apply the marketing concepts over the pharmaceutical market

B. Intellectual skills:

Student is expected to:

B1-realize how to manipulate the demand concept and how to use it in pricing pharmaceuticals

B2- realize how the 4 P's are being composed together and how they are being manipulated

B3- being able to make a basic market research.

C. Subject-specific skills:

To provide students with the skills required to

C1 use of marketing management philosophies

C2 be able to create a suitable 4 P's composition

D. Transferable skills:

- ✓ To enable students to compose a 4 P's combination and to enable students to understand pricing changes manifestations with a pharmaceutical market

D1- apply marketing management concepts

D2- apply pricing techniques over any proposed product

Program Competencies Achieved:

- 1.2 Identify available originator brands of medicines and their alternative generic products
- 1.7 Verify that prescriptions are accurate, authentic and compliant with effective regulations
- 1.14 Verify patient's understanding of all instructions related to dispensed medicines
- 3.4 Identify formulation principles and product development stages
- 4.5 Identify the principles of business management and effective communication to ensure effective business development
- 4.6 Maintain proper business documentation and records
- 4.7 Identify potential market targets to maintain positive and continuous relationships and to maximize product sales
- 4.8 Comply with ethical marketing practice and legislative principles
- 4.9 Identify major marketing concepts
- 4.10 Identify available competitors in the market, critical market parameters and market trends
- 4.11 Analyze market data to draw marketing recommendations and plans
- 4.12 Recognize the importance of demand concept and how to use it in the pricing of pharmaceutical products
- 4.13 Design and present appropriate educational materials such as marketing leaflets and brochures
- 4.14 Demonstrate awareness of pharmaceutical promotion, representation and pharmacoeconomics
- 5.2 Prepare and deliver presentations effectively
- 5.7 Build positive relationships with patients and other healthcare professionals
- 6.1 Identify valid and up-to-date drug laws and regulations
- 6.4 Identify the principles of intellectual property

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Teaching Methods

- ✓ Lectures

- ✓ Assignments

20. Topic Outline and Schedule:

1.					
Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to marketing What is marketing?	1,2	Ali Al-Maaieh	A	2. Exams	3. Specified in each lecture. General references provided below
What are 1- Needs, wants and demand 2- Demand curves	3	Ali Al-Maaieh	B1	Exams, Quizes	Specified in each lecture. General references provided below
Marketing concepts: 1- The production concept 2- The product concept 3- The selling concept 4- The marketing concept 5- The societal marketing concept The holistic marketing concept	4,5	Ali Al-Maaieh	C1, D1	Exams	Specified in each lecture. General references provided below
Marketing Mix: -Product concept & Product life cycle -Distribution channels (place) -Pricing -Promotional mix	6,7,8	Ali Al-Maaieh	B2, C2	Exams	Specified in each lecture. General references provided below
Mid Exam	8				
STP: - Segmentation - Targeting Positioning	9	Ali Al-Maaieh	A2	Exams	Specified in each lecture. General references provided below
Consumer behavior and buyer decision process	10	Ali Al-Maaieh	A2	Exams	Specified in each lecture. General references provided below
Personal selling	11	Ali Al-Maaieh	A2, D1	Exams	Specified in each lecture. General references

Assignment	12,13, 14	Ali Al-Maaieh	B3, C2, D2	Exams	provided below Specified in each lecture. General references provided below
Final Exam	15				

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following <u>teaching and learning methods</u> :		
ILO/s	Learning Methods	Evaluation Methods
A1-2, B1-2, C1	Lectures and discussions	Exams
A2, B3, C2, D2	Assignment	Oral presentation
A2, D1	Discussions	Class and group discussion
<p>Learning skills through:</p> <p>Lectures Class discussions Assignment</p>		

22. Evaluation Methods and Course Requirements:

<p>Opportunities to demonstrate achievement of the ILOs are provided through the following <u>assessment methods and requirements</u>:</p> <ol style="list-style-type: none"> 1. Exams 2. Presentations 3. Oral discussions
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23. Course Policies:

<p>A- Attendance policies:</p> <p>Attendance: Mandatory. First warning – with 4 absences Last warning – with 5 absences Failing in the subject – with 6 absences</p> <p>B- Absences from exams and handing in assignments on time: Will result in zero achievement unless health report or other significant excuse is documented.</p>

C- Health and safety procedures:

NA

D- Honesty policy regarding cheating, plagiarism, misbehavior:

The participation, the commitment of cheating will lead to applying all following penalties together

- 1) Failing the subject he/she cheated at
- 2) Failing the other subjects taken in the same course
- 3) Not allowed to register for the next semester. The summer semester is not considered as a semester

E- Grading policy:

Exams and Project presentation.

Mid Exam:	30 points
Assignments (project)	20 points
Final Exam:	50 points
Total	100 points

F- Available university services that support achievement in the course:

Classrooms, internet classes

24. Required equipment:

Datashow and internet connection

25. References:

1. Required book (s), assigned reading and audio-visuals:

1. Principles of marketing, [Kotler, Philip](#), [ARMSTRONG, GARY](#), 14th. Edition, 2011, ISBN-10: 0132167123

2. Marketing strategy, [Ferrell, O.C.](#) [Michael D. Hartline.](#), 6th ed., 2012. **ISBN: 1285073045**

3. Pharmaceutical Marketing, [Brent L. Rollins](#) & [Matthew Perri](#), 2013, **ISBN-10: 1449697992** **ISBN-13: 978-1449697990**

2. Recommended books, materials, and media:

1. Understanding and Responding to Pharmaceutical Promotion- a practical guide, 1st ed., World Health Organization/ Health Action International collaborative project.

2. Marketing, [Kerin, Roger A.](#), **International edition., 2006. ISBN: 0-07-111608-7**

26. Additional information:

Name of Course Coordinator: Ali Al-Maaieh -Signature: ----- Date: Jan, 31, 2016

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: Nailya Bulatova Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----

Copy to:
Head of Department
Assistant Dean for Quality Assurance
Course File