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| **1** | **Course title** | Pharmaceutical Marketing and Promotion 2 |
| **2** | **Course number** | 1203514 |
| **3** | **Credit hours** | 2 (theory) |
| **Contact hours (theory, practical)** | 2 (theory) |
| **4** | **Prerequisites/corequisites** | Prerequisite: 1203513 Pharmaceutical Marketing-1 |
| **5** | **Program title** | PharmD, BSc. Pharmacy |
| **6** | **Program code** |  |
| **7** | **Awarding institution** | The University of Jordan |
| **8** | **School** | Pharmacy |
| **9** | **Department** | Biopharmaceutics & Clinical Pharmacy |
| **10** | **Level of course** | Undergraduate |
| **11** | **Year of study and semester (s)** | 5th year |
| **12** | **Final Qualification** | PharmD, BSc. Pharmacy |
| **13** | **Other department (s) involved in teaching the course** | No |
| **14** | **Language of Instruction** | English |
| **15** | **Teaching methodology** | Blended / Online |
| **16** | **Electronic platform(s)** | Microsoft Teams |
| **17** | **Date of production/revision** | Oct 10, 2020 |

**18 Course Coordinator:**

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| Name: Ibrahim Alabbadi  Office number: 139  Phone number: 5355000-23356  Email: i.abbadi@ju.edu.jo |

**19 Other instructors: none**

**20 Course Description:**

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| As stated in the approved study plan.  Marketing strategy and marketing management. Environmental forces anticipation  and contingency planning. Marketing plan development. Team work, time and stress  management briefing. Some consumer behavior aspects. |

**21 Course aims and outcomes:**

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| A- Aims:   * Understand marketing strategy in pharmaceutical business * Understand how to prepare marketing plans for pharmaceuticals * Comprehensive understanding of the sales calls in pharmaceutical promotion * Learning how to hand objections in role plays   B- Intended Learning Outcomes (ILOs):  Upon successful completion of this course, students will be able to:   * ***Knowledge and understanding:***   A1- Understand marketing strategy  A2- Understand how to prepare marketing plans for pharmaceutical products   * ***Intellectual skills:***   Student is expected to:  B1- Realize the marketing plan preparation  B2- Realize how to be able to differentiate between types of doctors and how to deal with each   * ***Subject-specific skills:***   To provide students with the skills required to  C1- Developing a pharmaceutical marketing plan  C2- Presenting an objection raised type role play for an assigned pharmaceutical product   * ***Transferable skills:***   D1- To enable students to use advanced selling skills for promotion to the physicians  D2- apply promotional mix elements in preparing marketing plans  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  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 marketing, promotion and representation  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 |

**22. Topic Outline and Schedule:**

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| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Wk** | **Topic** | **Teaching Methods \*/ platform** | **Evaluation Methods** | **Reference** | | * 1 | Pharmacists job opportunities | * Synchronous lect/meeting | * Exam | Slides and lectures | | * 2 | Marketing model | * Synchronous lect/meeting | Exam | Slides and lectures | | * 3 | Marketing strategy | * Synchronous lect/meeting | Exam, presentation | Slides and lectures | | * 4 | Marketing plans | * Synchronous lect/meeting | Exam, presentation | Slides and lectures | | * 5 | Marketing positioning of pharmaceutical products | * Synchronous lect/meeting | Exam, presentation | Slides and lectures | | * 6 | Applications of marketing plans in Jordan pharmaceutical market | * Synchronous lect/meeting | Exam, presentation | Slides and lectures | | * 12 | Detailing in pharmaceutical marketing | * Synchronous lect/meeting | Role play, Exam | Slides and lectures | | * 13 | Communication process and two way communication in detailing | * Synchronous lect/meeting | Role play, Exam | Slides and lectures | | * 14 | Sales call steps and its applications in Jordan | Synchronous lect/meeting | * Presentations | Demonstration of real life examples | | * 15 | Role plays | * Synchronous lect/meeting | * Presentations | Demonstration of real life examples | |

* Teaching methods include: Synchronous lecturing/meeting; Asynchronous lecturing/meeting
* Evaluation methods include: Role plays, Exam, presentations

**23 Evaluation Methods:**

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| Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Evaluation Activity** | **Mark** | **Topic(s)** | **Period (Week)** | **Platform** | | Role play | 20 |  | 14-15 | MS Teams | | Marketing plan preparation and presentation | 30 |  | 6-7 | MS Teams | | Final exam | 50 |  | 16 | MS Forms | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |

**24 Course Requirements (e.g: students should have a computer, internet connection, webcam, account on a specific software/platform…etc):**

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| Students should have a computer or a smart phone, internet connection, webcam, account on the University of Jordan (MS Teams, MS Forms) |

**25 Course Policies:**

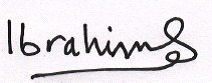
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| A- Attendance policies: Only weekly meetings and role plays attendance is required  B- Absences from exams and submitting assignments on time: as per University of Jordan regulations  C- Health and safety procedures: as per University of Jordan regulations  D- Honesty policy regarding cheating, plagiarism, misbehavior: as per University of Jordan regulations  E- Grading policy: as per University of Jordan regulations  F- Available university services that support achievement in the course: |

**26 References:**

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| A- Required book(s), assigned reading and audio-visuals:  Slides, recorded lectures, videos  B- Recommended books, materials and media:  Field real life brochures and detailing stories from pharmaceutical companies |

**27 Additional information:**

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Name of Course Coordinator: Ibrahim Alabbadi Signature:  Date: Oct, 10 2020

Head of Curriculum Committee/Department: ---------------------------- Signature: --------------------------

Head of Department: ------------------------------------------------------------ Signature: -----------------------

Head of Curriculum Committee/Faculty: ---------------------------------------- Signature: -------------------

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