|  |  |  |
| --- | --- | --- |
| **1** | **Course title** | Pharmaceutical Marketing and Promotion 1 |
| **2** | **Course number** | 1203513 |
| **3** | **Credit hours** |  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** | **School** | Pharmacy |
| **9** | **Department** | Biopharmaceutics & Clinical Pharmacy |
| **10** | **Level of course**  | Undergraduate |
| **11** | **Year of study and semester (s)** | First semester of the 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  |
| **16** | **Electronic platform(s)** | Microsoft Teams  |
| **17** | **Date of production/revision** | Oct 10, 2021 |

**18 Course Coordinator:**

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

**19 Other instructors: none**

**20 Course Description:**

|  |
| --- |
| As stated in the approved study plan.Principles of marketing and marketing concepts. Needs, exchange and communication process. Modern concept of marketing and influence of environment. Pharmaceutical marketing aspects and its applications in Jordan market emphasizing on sales call steps, selling skills and techniques. |

**21 Course aims and outcomes:**

|  |
| --- |
| A- Aims:* Understand role of marketing in pharmacy career
* Understand the drug development process for the originators as well as generics
* Comprehensive understanding of the modern marketing model
* Understand the marketing mix elements
* Understand market segmentation, targeting and positioning
* Learning how to perform role plays

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course, students will be able to:* ***Knowledge and understanding:***

A1- Understand all major marketing conceptsA2- Understand how to apply the marketing concepts over the pharmaceutical marketA3- Being able to differentiate between brands, generics and branded generics* ***Intellectual skills:***

Student is expected to: B1- Realize the marketing strategy steps (STP)B2- realize how the 4 P’s are being composed together and how they are being manipulatedB3- Explore the 4 P's and its applications in pharmacy* ***Subject-specific skills:***

To provide students with the skills required toC1 Developing a detailing story C2-Presenting a role play for an assigned drug product* ***Transferable skills:***

To enable students to act as a medical representative before the physicianD1- apply promotional mix element particularly the personal selling Program Competencies Achieved:1.2 Identify available originator brands of medicines and their alternative generic products1.7 Verify that prescriptions are accurate, authentic and compliant with effective regulations1.14 Verify patient’s understanding of all instructions related to dispensed medicines3.4 Identify formulation principles and product development stages4.5 Identify the principles of business management and effective communication to ensure effective business development4.6 Maintain proper business documentation and records4.7 Identify potential market targets to maintain positive and continuous relationships and to maximize product sales4.8 Comply with ethical marketing practice and legislative principles 4.9 Identify major marketing concepts4.10 Identify available competitors in the market, critical market parameters and market trends4.11 Analyze market data to draw marketing recommendations and plans4.12 Recognize the importance of demand concept and how to use it in the pricing of pharmaceutical products4.13 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 effectively5.7 Build positive relationships with patients and other healthcare professionals6.1 Identify valid and up-to-date drug laws and regulations 6.4 Identify the principles of intellectual property |

**22. Topic Outline and Schedule:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Wk** | **Topic** | **Teaching Methods \*/ platform** | **Evaluation Methods** | **Reference** |
| * 1
 | Detailing | * Synchronous lect/meeting
 | * Role play
 | Slides and lectures |
| * 2
 | communication process | Asynchronous lect/meeting | Role play, Exam, quiz | Slides and lectures |
| * 3
 | Pharmacists job opportunities | * Synchronous lect/meeting
 | Exam, quiz | Slides and lectures |
| * 4
 | Drug development process | * Synchronous lect/meeting
 | Exam, quiz | Slides and lectures |
| * 5
 | Evolution of marketing | * Synchronous lect/meeting
 | Exam, quiz | Slides and lectures |
| * 6
 | Marketing model | Asynchronous lect/meeting | Exam, quiz | Slides and lectures |
| * 7
 | Marketing model | * Asynchronous lect/meeting
 | Exam, quiz | Slides and lectures |
| * 8
 | Marketing model | * Asynchronous lect/meeting
 | Exam, quiz | Slides and lectures |
| * 9
 | Marketing strategy | * Asynchronous lect/meeting
 | Exam, quiz | Slides and lectures |
| * 10
 | Marketing Mix: 4 P’s | Asynchronous lect/meeting | Exam, quiz | Slides and lectures |
| * 11
 | Marketing Mix: 4 P’s | * Asynchronous lect/meeting
 | Exam, quiz | Slides and lectures |
| * 12
 | Pharmaceutical marketing applied view | * Synchronous lect/meeting
 | Role play, Exam, quiz | Slides and lectures |
| * 13
 | Pharmaceutical marketing applied view | * Synchronous lect/meeting
 | Role play, Exam, quiz | Slides and lectures |
| * 14
 | Role plays | Synchronous lect/meeting | * Presentations
 | Demonstration of real life examples |
| * 15
 | Role plays | * Synchronous lect/meeting
 | * Presentations
 | Demonstration of real life examples |
| * 16
 | Role plays | * Synchronous lect/meeting
 | * Presentations
 | Demonstration of real life examples |

 |

* Teaching methods include: Synchronous lecturing/meeting; Asynchronous lecturing/meeting
* Evaluation methods include: Mid term, Exam, Role play

**23 Evaluation Methods:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |  |
| Mid term |  30 |   |  6-7 |  |
| Final exam  |  50 |   |  16 |  |
|  |  |  |  |  |
|   |   |   |   |   |
|   |   |   |   |   |
|   |   |   |   |   |

 |

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

|  |
| --- |
| 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:**

|  |
| --- |
| A- Attendance policies: Only weekly meetings and role plays attendance is requiredB- Absences from exams and submitting assignments on time: as per University of Jordan regulationsC- Health and safety procedures: as per University of Jordan regulationsD- Honesty policy regarding cheating, plagiarism, misbehavior: as per University of Jordan regulationsE- Grading policy: as per University of Jordan regulationsF- Available university services that support achievement in the course:  |

**26 References:**

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

**27 Additional information:**

|  |
| --- |
|  |

Name of Course Coordinator: Ibrahim Alabbadi Signature:  Date: Oct, 10 2021

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

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

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

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