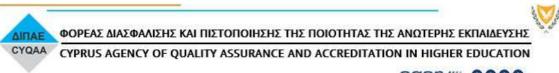
Course title	Principles of Pharmaceutical Marketing				
Course code	PHRM104				
Course type	Theoretical				
Level	Diploma				
Year / Semester	1 st Year / 1 nd Semester				
Teacher's name	Kalatha Andria				
ECTS	6	Lectures / week	3	Laboratories / week	
Course purpose and objectives	The aim of the course is to impart skills related to the correlation and application of customer-centric marketing and educate students in relation to its modern principles that apply to the competitive business landscape of towards world, and especially as it relates to the pharmacy industry.				
Learning outcomes	Upon the completion of the course, students are expected to: Knowledge 1. Know the terminology, methods and trends of the marketing industry. 2. Explain the fundamental modern marketing principles and theories as they apply to international and domestic marketing. 3. Be aware of the ethical and social responsibilities that companies need to ensure as they relate to marketing decisions. 4. Recognise pharmaceutical companies' targeting strategies. Skills 5. Apply marketing techniques and techniques for promoting pharmaceutical products Competences 6. Decide on the design of the marketing mix and the steps included in the process of segmenting the target markets, including the pharmaceutical market. 7. Appreciate the importance of communication and the relationship that exists between health professionals (doctors, dentists and pharmacists) and Medical Representatives. 8. Be able to combine the knowledge and skills they have acquired during the course with the knowledge and skills presented in subsequent courses, and appreciate the importance and relevance of the course as it relates to the profession of Medical Representatives.				
Prerequisites	-		Require	ed -	
Course content	 Introduction to Marketing Creating value and satisfaction for the customer Strategic planning and the process of marketing 				





	 Consumer markets and consumer behaviour The business markets and consumer behavior Market segmentation Targeting and position for a competitive advantage Strategy for products and services Development of new products and strategies during the life cycle of products, pricing of products: factors and methods of pricing, strategies of pricing, mediums of delivering and logistics management, retail and wholesale The role of sales within strategic marketing The process of selling. Forms-types of sales. Forecasts of sales. Analysis of sale cost and performance Introduction to pharmaceutical marketing Market segmentation of the pharmaceutical market Consumer behavior in relation to the pharmaceutical products Promotion of pharmaceutical products Pharmaceutical market and factors that affect the prescription of pharmaceutical products Strategic marketing and the pharmaceutical industry SWOT Analysis and BCG Matrix 		
	 Detailing – The 1:1 meeting between the Medical Representative and the doctor The corporate reputation of pharmaceutical companies Corporate social responsibility and ethical behaviour of pharmaceutical companies Personal sale of pharmaceutical and related products 		
Teaching methodology	The course instruction will be delivered with the use of: Power Point presentations, guided discussions with the active participation of the students, individual and team work by students, and with the use of a variety of audio-visual tools and other teaching materials that help the delivery of the course		
Bibliography	 Greek Bibliography Πασχαλούδης, Δ. (2018). Εισαγωγή στο μάρκετινγκ [Introduction to marketing], Τζιόλα, ISBN 978-960-418-798-0. Τσακλάγκανος, Α. Α. (2015). Βασικές αρχές του μάρκετινγκ [Basic principles of marketing]. Αφοί Κυριακίδη Εκδόσεις Α.Ε., ISBN 978-960-602-027-8. Fahy, J.(2014). Αρχές μάρκετινγκ. [Principles of marketing] Κριτική. ISBN 978-960-218-929-0. Γεροκώστας, Κ. (2015). Αρχές Μάρκετινγκ. [Principles of marketing] . KES College. Solomon, Μ. R.(2020). Συμπεριφορά Καταναλωτή : Αγοράζοντας, Έχοντας και Ζώντας. [Consumer behavior: Buying, having, living]. 11^η Έκδοση. Εκδόσεις Τζιόλας. ISBN: 978-960-418-811-6. Καζάζη, Ν. (2011). Pharma Marketing: Φαρμακευτικό μάρκετινγκ θεωρία, πρακτική, δεοντολογία. [Pharma marketing: pharmaceutical marketing, theory, practice and ethics] Εκδόσεις Σταμούλη, ISBN 9603518716. Βird, Τ. (2016). Επιτυχημένη πώληση. [Succesful sale]. Rosili. ISBN 978-618-5131-21-0. English Bibliography 		



ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ





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	Behavior: Building Marketing Strategy. 14 th Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2.				
	 Holdford, D. A. (2007). Marketing for pharmacists. American Pharmaceutical Association, ISBN: 9781582121062. 				
	Attendance and participation 10%				
Assessment	Assignments / Essays 20%				
Assessment	Intermediate written examination 20%				
	Final written examination 50%				
	Written examination has two parts that are examined as part of one exam paper. The first part includes closed-ended questions, such as multiple choice questions, true or false, matching exercises, complete the gaps exercises, etc. The first part is usually worth 40% - 50% of the total marks of the exam paper. The second part includes open-ended questions that are meant to assess the students' abilities to analyse, reflect, explain, recall etc. The second part is usually worth 50% - 60%. The total marks of the exam paper are 100.				
Language	Greek or English				