

<b>Course title</b>	<b>Principles of Pharmaceutical Marketing</b>			
<b>Course code</b>	<b>PHRM104</b>			
<b>Course type</b>	<b>Theoretical</b>			
<b>Level</b>	<b>Diploma</b>			
<b>Year / Semester</b>	<b>1<sup>st</sup> Year / 1<sup>nd</sup> Semester</b>			
<b>Teacher's name</b>	<b>Kalatha Andria</b>			
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>
<b>Course purpose and objectives</b>	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.			
<b>Learning outcomes</b>	<p>Upon the completion of the course, students are expected to:</p> <p><b>Knowledge</b></p> <ol style="list-style-type: none"> <li><b>Know</b> the terminology, methods and trends of the marketing industry.</li> <li><b>Explain</b> the fundamental modern marketing principles and theories as they apply to international and domestic marketing.</li> <li><b>Be aware</b> of the ethical and social responsibilities that companies need to ensure as they relate to marketing decisions.</li> <li><b>Recognise</b> pharmaceutical companies' targeting strategies.</li> </ol> <p><b>Skills</b></p> <ol style="list-style-type: none"> <li><b>Apply</b> marketing techniques and techniques for promoting pharmaceutical products</li> </ol> <p><b>Competences</b></p> <ol style="list-style-type: none"> <li><b>Decide</b> on the design of the marketing mix and the steps included in the process of segmenting the target markets, including the pharmaceutical market.</li> <li><b>Appreciate</b> the importance of communication and the relationship that exists between health professionals (doctors, dentists and pharmacists) and Medical Representatives.</li> <li><b>Be able</b> to combine the knowledge and skills they have acquired during the course with the knowledge and skills presented in subsequent courses, and <b>appreciate</b> the importance and relevance of the course as it relates to the profession of Medical Representatives.</li> </ol>			
<b>Prerequisites</b>	-	<b>Required</b>	-	-
<b>Course content</b>	<ul style="list-style-type: none"> <li>Introduction to Marketing</li> <li>Creating value and satisfaction for the customer</li> <li>Strategic planning and the process of marketing</li> </ul>			

	<ul style="list-style-type: none"> <li>• Consumer markets and consumer behaviour</li> <li>• The business markets and consumer behavior</li> <li>• Market segmentation</li> <li>• Targeting and position for a competitive advantage</li> <li>• Strategy for products and services</li> <li>• 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</li> <li>• The role of sales within strategic marketing</li> <li>• The process of selling. Forms-types of sales. Forecasts of sales. Analysis of sale cost and performance</li> <li>• Introduction to pharmaceutical marketing</li> <li>• Market segmentation of the pharmaceutical market</li> <li>• Marketing mix of the pharmaceutical market</li> <li>• Consumer behavior in relation to the pharmaceutical products</li> <li>• Promotion of pharmaceutical products</li> <li>• Pharmaceutical market and factors that affect the prescription of pharmaceutical products</li> <li>• Strategic marketing and the pharmaceutical industry</li> <li>• SWOT Analysis and BCG Matrix</li> <li>• Detailing – The 1:1 meeting between the Medical Representative and the doctor</li> <li>• The corporate reputation of pharmaceutical companies</li> <li>• Corporate social responsibility and ethical behaviour of pharmaceutical companies</li> <li>• Personal sale of pharmaceutical and related products</li> </ul>
<p><b>Teaching methodology</b></p>	<p>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</p>
<p><b>Bibliography</b></p>	<p><b>Greek Bibliography</b></p> <ul style="list-style-type: none"> <li>• Πασχαλούδης, Δ. (2018). Εισαγωγή στο μάρκετινγκ [<i>Introduction to marketing</i>], Τζιόλα, ISBN 978-960-418-798-0.</li> <li>• Τσακλάγκανος, Α. Α. (2015). Βασικές αρχές του μάρκετινγκ [<i>Basic principles of marketing</i>]. Αφοί Κυριακίδη Εκδόσεις Α.Ε., ISBN 978-960-602-027-8.</li> <li>• Fahy, J.(2014). Αρχές μάρκετινγκ. [<i>Principles of marketing</i>] Κριτική. ISBN 978-960-218-929-0.</li> <li>• Γεροκώστας, Κ. (2015). Αρχές Μάρκετινγκ. [<i>Principles of marketing</i>] . KES College.</li> <li>• Solomon, M. R.(2020). Συμπεριφορά Καταναλωτή : Αγοράζοντας, Έχοντας και Ζώντας. [<i>Consumer behavior: Buying, having, living</i>]. 11<sup>η</sup> Έκδοση. Εκδόσεις Τζιόλας. ISBN: 978-960-418-811-6.</li> <li>• Καζάζη, Ν. (2011). Pharma Marketing: Φαρμακευτικό μάρκετινγκ θεωρία, πρακτική, δεοντολογία. [<i>Pharma marketing: pharmaceutical marketing, theory, practice and ethics</i>] Εκδόσεις Σταμούλη, ISBN 9603518716.</li> <li>• Bird, T. (2016). Επιτυχημένη πώληση. [<i>Succesful sale</i>]. Rosili. ISBN 978-618-5131-21-0.</li> </ul> <p><b>English Bibliography</b></p>

	<ul style="list-style-type: none"> <li>• Shelby D. H. (2015). <i>Marketing Theory: Foundations, Controversy, Strategy, and Resource-advantage Theory</i>. Abingdon, Oxon: Routledge, ISBN 9780765623638. EBSCOHost.</li> <li>• Kotler, P., Armstrong, G. (2021). <i>Principles of Marketing</i>. 18<sup>th</sup> Edition. Pearson. ISBN: 978-1-292-34113-2.</li> <li>• Mothersbaugh, D., Hawkins, D., and Kleiser, B. S. (2020). <i>Consumer Behavior Building Marketing Strategy</i>. 14<sup>th</sup> Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2.</li> <li>• Armstrong, G., Kotler, P., and Opresnik, O. (2020). <i>Marketing: An Introduction</i>. Pearson. ISBN: 978-1-292-29486-5.</li> <li>• Solomon, M. (2016). <i>Consumer behaviour</i>. 6<sup>th</sup> Edition. Pearson. ISBN: 9781292116723.</li> <li>• Mothersbaugh, D. L., Hawkins, D. I, and Kleiser, S. B. (2020). <i>Consumer Behavior: Building Marketing Strategy</i>. 14<sup>th</sup> Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2.</li> <li>• Holdford, D. A. (2007). <i>Marketing for pharmacists</i>. American Pharmaceutical Association, ISBN: 9781582121062.</li> </ul>								
<p><b>Assessment</b></p>	<table border="0"> <tr> <td>• Attendance and participation</td> <td>10%</td> </tr> <tr> <td>• Assignments / Essays</td> <td>20%</td> </tr> <tr> <td>• Intermediate written examination</td> <td>20%</td> </tr> <tr> <td>• Final written examination</td> <td>50%</td> </tr> </table> <p><i>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.</i></p>	• Attendance and participation	10%	• Assignments / Essays	20%	• Intermediate written examination	20%	• Final written examination	50%
• Attendance and participation	10%								
• Assignments / Essays	20%								
• Intermediate written examination	20%								
• Final written examination	50%								
<p><b>Language</b></p>	<p>Greek or English</p>								