

Course title	Professional Communication			
Course code	COMM107			
Course type	Theoretical			
Level	Diploma			
Year / Semester	1st Year / 2nd Semester			
Teacher's name	Mitsinga Mikaella			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	<p>The aim of the course “Professional Communication” is to familiarise students with the process followed by Medical Representatives when visiting a health professional (e.g. doctor, dentist, pharmacist). In particular, the course discusses the process of preparing for the visit, the visit itself, and the actions taken once the visit has been concluded. Ultimately, the course also aims at enhancing students’ knowledge on the basic medical terminology that is widely used in the profession of Medical Representatives.</p>			
Learning outcomes	<p>Upon the completion of the course, students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> Understand the procedures and the various ways of promoting pharmaceutical or parapharmaceutical products <p>Skills</p> <ol style="list-style-type: none"> Utilise the medical samples and the supportive scientific leaflet that accompanies the pharmaceutical or parapharmaceutical product Prepare the visit of the Medical Representative to the health professional (e.g. doctor) Demonstrate effective communication strategies for engaging with healthcare professionals. Practice active listening, questioning, and objection-handling techniques. Observe and adjust communication styles according on individual preferences and circumstances. Use the basic medical terminology, as applied to the profession of Medical Representatives. <p>Competences</p> <ol style="list-style-type: none"> Be able to evaluate the effectiveness of the communication with the healthcare professional as it relates to the detailing of the drug they are promoting Be able to develop an efficient relationship with the healthcare professional in relation to the pharmaceutical product they are promoting 			
Prerequisites	-	Required	-	-
Course content	<ul style="list-style-type: none"> Introduction to the Profession of Medical Representatives <p>The purpose, characteristics and abilities of the Medical Representative</p>			

	<p>Overview of the role and importance of medical representatives. Ethical considerations and professional conduct.</p> <ul style="list-style-type: none"> • Understanding the Medical Representative's Role Characteristics and abilities required for success. Fields of activity and target audience. Physicians specialities • Methodology for Effective Visits Planning and organizing visits to healthcare professionals. Developing a visiting plan and identifying key objectives - doctor / patient / pharmaceutical or parapharmaceutical product Promotion / pharmaceutical detailing strategy Offering a balanced scientific approach (perception) to the pharmaceutical product being promoted Concluding discussion / concluding the promotion • Group Selling and Behavioral Dynamics Techniques for engaging with different personalities. Role of persuasion in group settings. • Follow-Up Strategies Importance of follow-up and maintaining relationships. Effective communication post-visit. • Effective Communication Strategies Listening and questioning techniques. Observation skills / Observation elements Creating engaging conversations and building rapport. Basic characteristics of body language (body position, gestures, facial expression, eye contact, use of space, etc.) • Promotional Material and Product Detailing Strategies for presenting product benefits. Handling objections and promoting product features effectively. Discussion clues / items for further processing • Role-Playing Simulations Practical exercises simulating real-world scenarios. Mirror-work related scenarios Feedback and reflection on communication skills. • Understanding Medical Terminology Basics of medical language and pharmaceutical terms. Interpretation of medical symbols and abbreviations. • Product Knowledge and Information Familiarity with pharmaceutical products and usage instructions. Differentiating between various product categories. • Communication Laws of Impact Understanding the principles of effective communication. Adapting communication styles for maximum impact. • Dealing with Objections and Aggressiveness Techniques for handling objections and aggressive behavior. Maintaining professionalism in challenging situations. • Progress Tracking and Evaluation Monitoring and assessing communication effectiveness. Setting goals for improvement.
<p>Teaching methodology</p>	<p>Course instruction is delivered using: Power Point presentations, guided discussions with active student participation, individual and team work of students and the use of a variety of audio-visual media and other teaching tools as required to deliver each module.</p> <p>Role-playing exercises will be integrated throughout the course, allowing</p>

	<p>students to practice and demonstrate their communication skills in realistic scenarios. Each module will include specific role-playing simulations relevant to the topic covered, such as visit planning, product detailing, objection handling, and follow-up strategies. Students will receive constructive feedback from instructors and peers to enhance their communication proficiency and problem-solving abilities.</p>
<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Morris, T. (2017). <i>Σύγχρονες δημόσιες σχέσεις [Contemporary Public relations]</i>. Κλειδάριθμος, ISBN 978-960-461-773-9 . • Αλβανός, Ρ. (2016). <i>Δημόσιες σχέσεις: Θεωρία και πρακτική της επαγγελματικής επικοινωνίας [Public relations: Theory and practice of professional communication]</i>. Επίκεντρο, ISBN 978-960-458-674-5. • Πρωτοπαπαδάκης, Ι. (2014). <i>Δημόσιες σχέσεις [Public relations]</i>. Αθ. Σταμούλης, ISBN: 978-960-351-957-7. • Αρναούτογλου, Ε. (2015). <i>Δημόσιες σχέσεις: μία σύγχρονη προσέγγιση [Public relations: a contemporary approach]</i>. Rosili, ISBN: 978-960-7745-37-8. • Παπαλεξανδρή, Ν. Α. (2014). <i>Δημόσιες σχέσεις: η λειτουργία της επικοινωνίας στους σύγχρονους οργανισμούς [Public relations: The function of communication in modern organisations]</i>. Ε. Μπέου. ISBN: 978-960-359-112-2. • Wilcox, D. L. (2014). <i>Δημόσιες σχέσεις: Στρατηγικές και τεχνικές [Public relations: Strategies and techniques]</i>. Ιων, ISBN: 9789605081539 • Γιαννουλέας, Μιχάλης Π. (2011). <i>Συμπεριφορά και διαπροσωπική επικοινωνία στον εργασιακό χώρο [Behaviour and interpersonal communication in the work context]</i>. Εκδόσεις Πεδίο, ISBN: 9789609552745. • Cornelissen, J. (2016). <i>Εταιρική επικοινωνία [Business communication]</i>. Δίαυλος, ISBN: 9789605313548. • Harvard Business Essentials (2011). <i>Εταιρική επικοινωνία [Business communication]</i>. Μοντέρνοι Καιροί, ISBN: 9789604940080. • Pease, A. (2017). <i>Το απόλυτο βιβλίο για τη γλώσσα του σώματος [The ultimate book of body language]</i>, Ιβίσκος, ISBN 978-618-5093-52-5. • Πανουτσόπουλος, Γεώργιος Ι. (2016) <i>Αγγλική ορολογία για επιστήμονες υγείας [English terminology for health professionals]</i>, Δίσιγμα, ISBN: 978-960-9495-93-6. <p>English Bibliography</p> <ul style="list-style-type: none"> • Tench, R., and Yeomans, L. (2017). <i>Exploring public relations: Global strategic communication</i>. 4th Edition. Pearson. ISBN: 9781292112183 • Wilcox, D. L., and Cameron, G. T. (2012). <i>Public relations: Strategies and tactics</i>. 10th Edition. Allyn & Bacon. ISBN: 9780205099160 • Issaias, P. (2004). <i>Pharmadetailings: The Science of Dialectic Pharmatherapeutic Detailing</i>, Athens, ISBN: 960-91949-1-5. • Melfa, Frank A. (2005), <i>Pharmaceutical Landing: How To Land The Pharmaceutical Sales Job You Want And Succeed In It!</i>, Power Writings, ISBN: 0-9641640-9-4. • Lidstone John (2003), <i>Presentation Planning and Media Relations for the Pharmaceutical Industry</i>, Gower Publishing Company, ISBN: 0-566-08536-4. • Farb Daniel & Gordon Bruce (2005) <i>Powerful Pharmaceutical Sales Guidebook, University Of Health Care</i>, ISBN: 1-59491-263-7. • Griffin, Em (2015), <i>A first look at communication theory</i>, Mc Graw Hill Education, ISBN: 9780073523927.

Assessment	<ul style="list-style-type: none"> • Attendance and participation 10% • Assignments / Essays/ Role-playing exercises 30% • Presentation 20% • Final Assignment 40%
	<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>
Language	Greek or English