



Philadelphia University
Faculty of Pharmacy
Department of Pharmaceutical Sciences
Second Semester, 2017/2018

Course Syllabus

Course Title: Pharmaceutical Marketing	Course code: 0510545
Course Level: 5 th year	Course prerequisite : Pharmaceutics 2 (0510323)
Lecture Time: Sun, Tues 9:10-10:00 11:10-12:00 Mon,Wed 8:15-9:15	Credit hours: 2 hours

Academic
Staff Specifics

Name	Rank	Office Number and Location	Office Hours	E-mail Address
Enas Abu-Qudais	Lecturer	P 528 Pharmacy Faculty		eabuqudais@philadelphia.edu.jo

Course description:

In the field of Pharmaceutical Marketing Principles, Environment, and Practice will be discussed.

From the history and development of marketing pharmaceuticals to channel systems, legal requirements, budgeting, and product placement, this comprehensive course will help students prepare for successful careers in this expanding field. This course is based on the premise that marketing follows certain principles and that pharmaceutical marketing is affected by a variety of environmental influences which lead to a rich array of marketing practices. These practices are presented to demonstrate how the successful application of marketing principles--with appropriate adaptation to environmental forces--can lead to success in the marketplace. The principles and practical application of vital elements of pharmaceutical marketing will be discussed, including: product pricing--with sections on

trends, competition, reimbursement programs, public policy, and more research and development--including strategies relating to new products, product scope, positioning and repositioning, product elimination, diversification, and a fascinating case study about Ibuprofen promotion--rational and nonrational appeals, advertising prescription drugs to consumers, strategic choices among media types, budgeting, and more place factors, channel systems and physical distribution.

Course objectives:

The course aims to:

1. Explore the nuts and bolts of marketing pharmaceuticals today.
2. Examine the principles of marketing pharmaceuticals, describe the environmental factors that affect their application, and show how these principles can be applied in response to those factors in practice.
3. Understand the successful application of marketing principles including: product pricing--with sections on trends, competition, reimbursement programs, public policy, and more research and development--including strategies relating to new products, product scope, positioning and repositioning, product elimination, diversification,

Course resources

Text book:

1. Pharmaceutical Marketing. Edit.:Brent L.Rollins, Matthew Perri. Pub.:Jones and Bartlett Learning, 2014.

In addition to the above, the students will be provided with handouts by the lecturer

Teaching methods:

Lectures (interactive; group discussion)

Learning outcomes:

• Knowledge and understanding

- a- Definition of the term pharmaceutical marketing and explain some of the concepts related to marketing: market, needs, desires, demands and value, etc.
- b. Knowledge of the marketing environment and marketing mix (product, price, distribution, promotion) concepts and the study of their impact on pharmaceutical product marketing.
- c. Study the factors affecting the marketing mix of pharmaceutical product.
- d. Interpret different marketing strategies of pharmaceutical products.
- e. Describe SWOT as a tool for analysis of the internal and external environment for the company to find out the exact status of it.
- f. Refer to the literature and the relevant Jordanian pharmaceutical legal and legislative systems to know the developments in pharmaceutical marketing.

• Cognitive skills (thinking and analysis).

- a- Make a comparison between the various ways of promoting drugs and to identify the advantages and disadvantages of each.

- b. Selection and design of appropriate marketing strategy for different pharmaceutical products.
- c. Interpreting various graphs and data in order to know the product and the company's position compared to competitors.
- d. Use of the Jordanian legal and legislative pharmaceutical systems.

- **Communication skills (personal and academic).**

- a- The ability to communicate with the medical staff and the people involved in marketing the pharmaceutical product.
- b. Training to take responsibility and work in groups.
- c. Demonstrate effective written and oral communication skills.

- **Practical and subject specific skills (Transferable Skills).**

- a. Use of the appropriate marketing strategy for each product.
- b. Formulation of research questions aimed to product development and choosing the appropriate marketing strategy and ensure a competitive and profitable product.
- c. Collect data on pharmaceutical companies, interpret and analyze.
- d. Identify the different research methodologies relevant to the pharmaceutical marketing.

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination:

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20%
Second examination	20%
Final examination	40%
Reports, research projects, Quizzes, Home works, Projects	20%
Total	100%

Documentation and academic honesty

- **Documentation style**

Whenever applicable, students should conduct their assignments themselves whether individually or in a group work referencing all information, data, figures and diagrams taken from literature. The references should be given according to the acceptable format.

- **Protection by copyright**

Students should realize that some published information or data are the property of their authors and they are not allowed to use it without asking permission from the originators.

- **Avoiding plagiarism.**

Plagiarism is the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work, without proper acknowledgment of the author or the source. Students must pursue their studies honestly and ethically in accordance with the academic regulations. Cheating in exams and plagiarism are totally unacceptable and those who, intentionally, commit such acts would be subjected for penalties according to the University regulations.

Course/module academic calendar

week	Basic and support material to be covered
1	<p>1. Pharmaceutical Marketing:</p> <ul style="list-style-type: none">▪ Introduction▪ Definition▪ Evolution of marketing▪ Marketing concept: needs, wants, demand <p>2. Pharmaceutical marketing environments:</p> <ul style="list-style-type: none">▪ Introduction▪ Internal environment▪ Microenvironment▪ Elements▪ Segmentation
2	<ul style="list-style-type: none">▪ Macroenvironment▪ Social environment▪ Economic environment▪ Ethical environment▪ Political environment▪ Legal environment▪ Technical environment
3	<ul style="list-style-type: none">▪ The competitive environment▪ Porter's five-factor analysis▪ SWOT analysis

<p style="text-align: center;">4</p> <p>First examination</p>	<p>3. Product:</p> <ul style="list-style-type: none"> ▪ Product portfolio ▪ Branding ▪ Positioning ▪ Product life cycle ▪ Ansoff matrix
<p style="text-align: center;">5&6</p>	<p>4. Price:</p> <ul style="list-style-type: none"> ▪ Price decision ▪ Demand curve ▪ Pricing approaches ▪ Competition pricing ▪ Pricing in Jordan approaches
<p style="text-align: center;">7</p>	<p>5. Place</p> <ul style="list-style-type: none"> ▪ Distribution Channel systems ▪ Place factors ▪ Service distribution channel ▪ How to choose a channel strategy ▪ Pull and Push Strategy
<p style="text-align: center;">8&9</p> <p style="text-align: center;">Second examination</p>	<p>6. Promotion:</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Communication model ▪ Promotional Mix ▪ Objectives ▪ Environmental factors
<p style="text-align: center;">9&10</p> <p style="text-align: center;">Second examination</p>	<ul style="list-style-type: none"> ▪ 7. Personal selling : Medical representatives and doctors
<p style="text-align: center;">11</p>	<p>9. Marketing Metrics</p>
<p style="text-align: center;">12</p>	<p>8. Marketing Research</p>
<p style="text-align: center;">14</p>	<p>9. Marketing Plan</p>
<p style="text-align: center;">15</p>	<p>10. Students project Presentations</p>
<p style="text-align: center;">16</p> <p>Final Examination</p>	<p>Final Exam Week</p>

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Other Education Resources**Text book:**

Students will be expected to give the same attention to these references as given to the Module textbook(s)

1. Pharmaceutical marketing: strategy and cases. Smith, E,M, Pub.:Pharamceutical product press, 1991
2. Pharmaceutical Marketing. Brent L. Rollins, Matthew Perri , Pub: Jones & Bartlett Publishers, 2013

Websites

<http://www.philadelphia.edu.jo/pharmacy/resources.html>