

Philadelphia University	 PHILADELPHIA UNIVERSITY <small>THE WAY TO THE FUTURE</small>	Approved Date: 10/2022
Faculty: Pharmacy		Issue:1
Department: Pharmacy		Credit Hours: 3
Academic Year: 2022-2023		Course Syllabus

Course Information

Course No.	Course Title	Prerequisite	
052152400	Pharmaceutical Marketing	0521513	
Course Type		Class Time	Room No.
<input type="checkbox"/> University Requirement <input type="checkbox"/> Faculty Requirement <input checked="" type="checkbox"/> Major Requirement <input type="checkbox"/> Elective <input type="checkbox"/> Compulsory			

Instructure Information

Name	Office No.	Phone No.	Office Hours	E-mail

Course Delivery Method

<input type="checkbox"/> Blended <input type="checkbox"/> Online <input checked="" type="checkbox"/> Physical			
Learning Model			
Percentage	Synchronous	Asynchronous	Physical
			%100

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 Learning Outcomes

Number	Outcome	Corresponding Program Outcomes	Corresponding competencies
Knowledge			
K1	Define the main concepts in marketing and relating them to pharmaceutical marketing in terms of Environment of marketing, Product pricing, competition, product positioning, branding, distribution and promotion.	kp3·Kp5	C3,C5
K2	Gain the knowledge regarding the Jordanian pharmaceutical legal and legislative systems and how it applies to the Pharmaceutical Marketing	Kp5	C5
K3	Gain Knowledge on different Marketing strategies	Kp5	C5
Skills			
S1	Select and design of appropriate marketing strategy for different pharmaceutical products	Sp2	C8
S2	Compare between the various ways of promoting drugs	SP3	C9
S3	Interpret relevant graphs in order to assess the product and the company's position	Sp2	C8
S4	Be able to communicate with the parties involved in pharmaceutical marketing .	Sp6	C12
S5	Interpret and analyze case studies related to various aspects of Pharmaceutical Marketing	Sp2	C8

Learning Resources

Course Textbook	Pharmaceutical Marketing. Brent L. Rollins, Matthew Perri , Pub: Jones & Bartlett Publishers, 2013
Supporting References	Principles and practice of Marketing.Edit: David Jobber. Pub:McGraw-Hill 2010
Supporting Websites	
Teaching Environment	<input checked="" type="checkbox"/> Classroom <input type="checkbox"/> laboratory <input type="checkbox"/> Learning Platform <input type="checkbox"/> Other

Meetings and Subjects Time Table

Week	Topic	Learning Method*	Task	Learning Material
1	Vision and mission of faculty of pharmacy Course syllabus Pharmaceutical Marketing: <ul style="list-style-type: none"> ▪ Introduction ▪ Definition ▪ Evolution of marketing ▪ Marketing concept: needs, wants, demand 	Lecture		Vision and mission of faculty of pharmacy Course syllabus Book chapter one
2	Pharmaceutical marketing environments: <ul style="list-style-type: none"> ▪ Introduction ▪ Internal environment ▪ Microenvironment ▪ Elements ▪ Segmentation 	Lecture		Book chapter 2
3	<ul style="list-style-type: none"> ▪ Macroenvironment ▪ Social environment ▪ Economic environment ▪ Ethical environment ▪ Political environment ▪ Legal environment ▪ Technical environment 	Lecture+Flipped learning		Book chapter 2
4	<ul style="list-style-type: none"> ▪ The competitive environment ▪ Porter's five-factor analysis ▪ Value chain ▪ SWOT analysis 	Lecture	In class assignment	Lecture slides
5	Product: <ul style="list-style-type: none"> ▪ Product portfolio ▪ Branding ▪ Positioning ▪ 	Lecture+video		Book chapter 3
6	<ul style="list-style-type: none"> ▪ Product life cycle ▪ Ansoff matrix 	Lecture		Book Chapter 3
7	Price: <ul style="list-style-type: none"> ▪ Price decision ▪ Demand curve ▪ Pricing approaches ▪ Competition pricing Pricing in Jordan approaches ○	Lecture		Book chapter 4
8	Place <ul style="list-style-type: none"> ▪ Distribution Channel systems 	Lecture		Book Chapter 5

	<ul style="list-style-type: none"> ▪ Place factors ▪ Service distribution channel ▪ How to choose a channel strategy <p>Pull and Push Strategy</p>			
9	<p>Promotion:</p> <ul style="list-style-type: none"> ▪ Introduction ▪ Communication model ▪ Promotional Mix 	Lecture		Book chapter 6
10	Personal selling : Medical representatives and doctors	Lecture		Book Chapter 7
11	Midterm exam	Lecture		
12	Marketing Ethics	Lecture+collaborative learning		Jobber book and Lecture Slides
13	Marketing Metrics	Lecture		Jobber book and Lecture slides
14	Marketing Research	Lecture		Jobber book Lecture slides
15	Students project Presentations	Project based learning	Presentations	
16	Final Exam			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
Power point, videos and online platforms will be used during this course
Communication Skills
Students will learn how to communicate with each other through projects and in class sessions
Application of Concept Learnt
Students will be given a project at the end to apply all Concepts taken during the course

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Mid Term Exam	% 30	11th week	KP5,Sp2
Term Works*	% 30	Continuous	Kp5,KP3,Sp2, Sp3
Final Exam	% 40	16th week	Kp5,KP3,Sp2, Sp3, SP6
Total	%100		

* Include: quizzes, in-class and out of class assignment, presentations, reports,

videotaped assignment, group or individual project.

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
			Knowledge
K1	Define the main concepts in marketing and relating them to pharmaceutical marketing in terms of Environment of marketing, Product pricing, competition, product positioning, branding, distribution and promotion.	Lecture	Exam Quiz
K2	Gain the knowledge regarding the Jordanian pharmaceutical legal and legislative systems and how it applies to the Pharmaceutical Marketing	Lecture	Exam Quiz
K3	Gain Knowledge on different Marketing strategies	Lecture	Exam Quiz
			Skills
S1	Select and design of appropriate marketing strategy for different pharmaceutical products	Lecture	Exam Quiz
S2	Compare between the various ways of promoting drugs	Lecture	Exam Quiz
S3	Interpret relevant graphs in order to assess the product and the company's position	Lecture	Exam Quiz
S4	Be able to communicate with the parties involved in pharmaceutical marketing .	Lecture	Exam Quiz
S5	Interpret and analyze case studies related to various aspects of Pharmaceutical Marketing	Lecture	Exam Quiz Presentations

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Polices

Policy	Policy Requirements
Passing Grade	The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	<ul style="list-style-type: none"> • Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. • Anyone absent from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. • Anyone absent from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.

Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that The article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment

Assessment Rubric of the Program Learning Outcomes

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