



THE COURSE SCHEDULE OF LECTURES
In Pharmaceutical management and marketing for
the 5 year
specialty 226 "Pharmacy, industrial pharmacy " ФМ
20 (4,10д) англ
(autumn semester, 2024-2025)

№	Date	Topic of the lecture	Volume per hour	Lecturer
MODULE 2 . MARKETING IN PHARMACY				
1	04.09.2024	Distribution activity of pharmaceutical enterprises	2	Pestun I.V.
2	11.09.2024	Marketing policy of communications. Advertising in the system of pharmaceutical marketing.	2	Pestun I.V.
3	18.09.2024	Sales promotion and other means of marketing communications.	2	Pestun I.V.
4	25.09.2024	Public Relations as a component of marketing communications Merchandising in pharmacies	2	Pestun I.V.
5	02.10.2024	Marketing control. International Marketing in Pharmacy	2	Sofronova I.V.
6	09.10.2024	Lecture conference	2	Sofronova I.V.
7	16.10.2024	Lecture-consultation "Module 1"	2	Sofronova I.V.
		Lecture-consultation "Module 2"		
	Total :		14	

Note: Lectures take place on Wednesday 10²⁵-12⁰⁵ online

Head of the Department
of MMQAPh, Professor

Volodymyr MALYI



**THE COURSE SCHEDULE OF
PRACTICAL CLASSES**
**in " Pharmaceutical management and marketing " for 5 year
specialty 226 "Pharmacy , industrial pharmacy "**
ФМ 20 (4,10д) англ
(autumn semester, 2024-2025)

№	Date	Topic of the lesson	Volume per hour, type of the classes	The system of knowledge assessment, points	
				min	max
CONTENT MODULE 4. Marketing aspects of pricing of pharmaceutical enterprises and pharmacy.					
Sales activity in the pharmaceutical marketing system					
1	02.09.2024 07.09.2024	Test control module 1. Price, pricing policy of pharmaceutical and pharmacy enterprises	4 pc	-	-
2	09.09.2024 13.09.24	Price, pricing policy of pharmaceutical and pharmacy enterprises. Distribution activity of pharmaceutical enterprises	4 pc	1.8	3
3	16.09.2024 20.09.2024	Distribution activity of pharmaceutical enterprises	4 pc	1.8	3
		Control of CM 4 acquisition		14.4	24
Total for CM 4:				18	30
CONTENT MODULE 5. System of marketing communications in pharmacy					
4	23.09.2024 27.09.2024	Marketing policy of communication	4 pc	1,8	3
5	30.09.2024 04.10.2024	Advertising in the system of pharmaceutical marketing.	4 pc	1,8	3
6	07.10.2024 11.10.2024	Sales promotion and other means of marketing communications.	4 pc	1,8	3
7	14.10.2024 18.10.2024	Presentation of a pharmaceutical product	4 pc	3.6	6
8	21.10.2024 25.10.2024	Public relations as a component of marketing communications. Merchandising in pharmacies	4 pc	1.8	3
		Control of CM 5 acquisition		13.2	22
Total for CM 5 :				24	40
CONTENT MODULE 6. Marketing control. International marketing in pharmacy					
9	27.10.2024 31.10.2024	Marketing control	4 pc	1,8	3
10	03.11.2024 07.11.2024	International Marketing in Pharmacy	4 pc	1,8	3
		Control of CM 6 acquisition		14.4	24
Total for CM 6 :				18	30
11	10.11.2024 14.11.2024	Semester credit test module 2: "Marketing in Pharmacy"	2		
TOTAL FOR STUDYING MODULE 2			42	60	100

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Professor

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