



THE SYLLABUS OF THE EDUCATIONAL COMPONENT PHARMACEUTICAL MANAGEMENT AND MARKETING

for higher education applicants 4,5 year day form of education
educational programme «Pharmacy»
speciality «226 Pharmacy, industrial Pharmacy»
area of knowledge «22 Health care »
master level of higher education

TEACHERS

Full name	position, academic degree, academic title	e-mail	Information about the teacher
			Link to information about the teacher on the Department's website
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1. Name of the higher education institution and structural unit

: National University of Pharmacy, Department of management, marketing and quality assurance in pharmacy

2. Department address: Kharkiv, st. Valentynivska, 4th, 3rd floor, t. 0572-67-91-72

3. Department website: <https://mmqaph.nuph.edu.ua/>

4. Consultations: *take place daily from 9.00 to 17.00 ZOOM*

5. Abstract of the educational component: The educational component "Pharmaceutical management and marketing" is mandatory for the second (master's) level in the specialty 226 Pharmacy, industrial pharmacy, educational program "Pharmacy". Semester control - assessment and exam. Included in the list of educational components in KROC-2.

A feature of the educational component is the adaptation of management and marketing theory to the realities of the pharmaceutical market.

6. Purpose of teaching the educational component: formation of knowledge about the basic categories of management and marketing, providing prospective specialists with the opportunity to carry out functional duties, entrepreneurial activity in a market environment, as well as acquiring skills in general and marketing management of pharmaceutical enterprises, wholesale companies and pharmacies with various forms of property.

7. Competencies in accordance with the educational programme:

Integral:

Ability to solve typical and complex specialized tasks and practical problems in professional pharmaceutical activities in the field of health care on a socially oriented basis or in the process of learning, which involves conducting chemical, biopharmaceutical, biomedical, sociological, etc. research and/or implementation of innovations and is characterized by uncertainty of conditions and requirements; integrate knowledge, critically consider and solve complex issues, make decisions in difficult unpredictable conditions, formulate judgments in the presence of incomplete or limited information, taking into account aspects of social and ethical responsibility; clearly and unambiguously convey your conclusions and knowledge, rationally substantiating them, to a professional and non-specialist audience.

Soft- skills / General competences (CG):

GC 5. The ability to show initiative and entrepreneurship.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 7. Ability to adapt and act in a new situation.

GC 10. The ability to choose a communication strategy, the ability to work in a team and with experts from other fields of knowledge/types of economic activity.

GC 12. Ability to conduct research at the appropriate level.

Hard-skills / Professional (special) competences (PC):

SC 10. The ability to develop, implement and apply management approaches in the professional activity of pharmacies, wholesale brokers, manufacturing enterprises and other pharmaceutical organizations, argue the principles of HR management and self-management, demonstrate leadership skills.

SC 17. The ability to organize and carry out general and marketing management of assortment, product and innovation, price, sales and communication policies of pharmaceutical market subjects based on the results of marketing research and taking into account market processes on national and international markets, manage risks in the pharmaceutical supply system

8. Programme learning outcomes (PLO):

PLO 4. Demonstrate the ability to independently search, analyze and synthesize information from various sources and use these results to solve typical and complex specialized tasks of professional activity.

PLO 5. To position one's professional activity and personal qualities on the pharmaceutical labor market; formulate the goals of one's own activity taking into account public and industrial interests.

PLO 6. Argue information for decision-making, bear responsibility for them in standard and non-standard professional situations; adhere to the principles of deontology and ethics in professional activity.

PLO 7. Perform professional activities using creative methods and approaches.

PLO 9. To carry out professional activities using information technologies, "Information databases", navigation systems, Internet resources, software and other information and communication technologies.

PLO 10. Adhere to the norms of communication in professional interaction with colleagues, management, consumers, work effectively in a team.

PLO 20. Implement a complex of organizational and management measures to provide the population and health care institutions with medicines and other products of the pharmacy assortment. Carry out all types of accounting in pharmacies, administrative records, product analysis processes.

PLO 22. Manage pharmaceutical organizations and determine its effectiveness using management functions. Make management decisions on the basis of the developed leadership and

communication skills of pharmaceutical personnel regarding the strategic planning of enterprise activities.

PLO 29. To ensure competitive positions and effective development of pharmaceutical organizations on the basis of the conducted research work on all elements of the marketing complex.

9. The status of the educational component: *Compulsory*

10. Prerequisites of the educational component: The educational component “Pharmaceutical Management and Marketing” is based on the study by students of such social and special disciplines as "Pharmacology", "Technology of drugs in pharmacy production", "Pharmaceutical law and legislation", "Ethics and deontology in pharmacy", "Industrial technology of medicinal products ", "Organization and economy of pharmacy" and others. It lays the foundations for the study of "Social Pharmacy", which involves the integration of teaching with these educational components and the formation of skills to apply knowledge of management and marketing in pharmacy in the process of further education and in professional activities.

11. The scope of the educational component: *8 ECTS credit, general 240 hours, lectures 32, practical classes 92, individual work 116*

12. Organisation of the teaching process:

Teaching methods:

The following methods are used:

- *explanatory (information and reproductive) method:* lecture-based learning – lectures, audio and video materials, other educational content;
- *reproductive method:* traditional practical classes;
- *problem-based learning:* problem lecture, problem seminar, etc.; brainstorming; case-based learning – case study method;
- *partially-search method:* game-based learning – business games, project-based learning; team-based learning, training course;
- *research method:* research-based learning – participation in research work, preparation of abstracts of reports at the conference, scientific articles

The content of the educational component:

Module 1. Management in Pharmacy. Marketing as integrative function of management

Content module 1.

Management as science and practice for organizations management

Topic 1. Theoretical bases of management.

Topic 2. Organization as a management object. External environment of pharmaceutical organizations.

Topic 3. Successful management. Power. Leadership.

Topic 4. Management functions.

Topic 5. Management of decision making process.

Topic 6. Communication processes in the management

Topic 7. Management and office work of pharmaceutical organizations. Management and informatics.

Content module 2.

Management and Entrepreneurship.

Management by labor resources and personnel of pharmaceutical organization.

Topic 8. Management and entrepreneurship

Topic 9. Management of human resources and personnel of the pharmaceutical organization.

Topic 10. Group dynamics and management. Management by conflicts, stresses

Topic 11. Labor relations in market conditions

Topic 12. Evaluation of the pharmaceutical organization’s management effectiveness.

Content module 3.

Bases of the pharmaceutical marketing. Process of management by the pharmaceutical marketing.

Topic 13. Fundamentals of pharmaceutical marketing.

Topic 14. Management by the pharmaceutical marketing.

Topic 15. Marketing research and information.

Topic 16. Study of the market of medicines.

Topic 17. Product in the system of marketing. Formation of assortment policy of pharmaceutical organizations.

Topic 18. Product and Innovation Policy of Pharmaceutical Enterprises

Module 2. Marketing in pharmacy

Content module 4

Marketing aspects of pricing of pharmaceutical enterprises and pharmacy. Sales activity in the pharmaceutical marketing system

Topic 19. Marketing aspects of pricing of pharmaceutical enterprises and pharmacy

Topic 20. Distribution activity of pharmaceutical enterprises.

Content module 5.

Promotion of the goods. Strategy of marketing communications.

Topic 21. Marketing policy of communications.

Theme 22. Advertising in the system of pharmaceutical marketing.

Topic 23. Sales promotion and other means of marketing communications.

Topic 24. "Public relations" as a means of marketing communications. Merchandising in pharmacies.

Organisation of individual work:

Individual work includes studying questions on topics of the educational component that are not included in classroom learning, and performing tasks on these issues in order to consolidate the theoretical material.

13. Types and forms of control:

Types and forms of control:

Current control:

Knowledge control in each lesson (on each topic): oral questioning, passing test tasks, solving situational (calculation) tasks.

Control of content modules: oral questioning or written control, passing test tasks, solving situational (calculation) tasks, etc.).

Conditions for admission to the control of content modules: for admission to the control of content module 1-6, you must have a minimum number of points for the topics.

Semester control:

The form of semester control: semester credit test, semester examination.

Semester examination: answers to theoretical questions, , solving situational (calculation) problems, etc.).

Conditions for admission to the semester control:

For example,

- to the semester credit test – the current rating is more than 60 points, the academic detention of missed practical classes, the fulfillment of all types of work and requirements provided for in the working programme of the educational component.
- to the semester examination – the number of points for all semester credits provided for in the curriculum for the educational component – more than 60 points, compliance with the contract's terms and conditions (the presence of a mark of the dean (deputy dean) of the faculty in the individual curriculum of the higher education applicant on admission to the session).

14. The assessment system for the educational component:

Assessment of the acquisition of topics of the educational component during classes:

Assessment of the acquisition of topics of the educational component during classes:			
<i>The number of the topic (lesson) of the educational component</i>	<i>The maximum number of points by topic (lesson)</i>	<i>Distribution of the maximum number of points per topic (lesson) by type of work</i>	<i>Types of work for which the applicant receives points</i>
Content module 1			
Topic 1,2	2	0.2	testing
		1.6	oral answer
		0.2	solving situational tasks
Topic 3.	2	0.2	testing
		1.6	oral answer
		0.2	solving situational tasks
Topic 4.	2	0.2	testing
		1.6	oral answer
		0.2	solving situational tasks
Topic 5.	2	0.2	testing
		1.6	oral answer
		0.2	solving situational tasks
Topic 6,7	2	0.2	testing
		1.6	oral answer
		0.2	solving situational tasks
Total points for content module 1 :		10	
Content module 2			
Topic 8.	2	0.2	testing
		1.6	oral answer
		0.2	solving situational tasks
Topic 9,10	2	0.2	testing
		1.6	oral answer
		0.2	solving situational (calculation) tasks
Topic 11,12	2	0.2	testing
		1.6	oral answer
		0.2	solving situational tasks
Total points for content module 2		6	
Content module 3			
Topic 13,14	2	0.2	testing
		1.6	oral answer
		0.2	solving situational tasks
Topic 15,16	2	0.2	testing
		1.6	oral answer
		0.2	solving situational (calculation) tasks

Topic 17	2	0.2	testing
		1.6	oral answer
		0.2	solving situational (calculation) tasks
Topic 18.	2	0.2	testing
		1.6	oral answer
		0.2	solving situational (calculation) tasks
Total for content module 3 : 8			
Total points for module 1:		24	
Content module 4			
Topic 19.	3	0.5	testing
		1.5	oral answer
		1	solving situational (calculation) tasks
Topic 20.	3	0.5	testing
		1.5	oral answer
		1	solving situational (calculation) tasks
Total points for content module 4		6	
Content module 5			
Topic 21.	3	0.5	testing
		1.5	oral answer
		1	solving situational tasks
Topic 22.	3	0.5	testing
		1.5	oral answer
		1	solving situational (calculation) tasks
Topic 23.	9	0.5	testing
		1.5	oral answer
		1	solving situational (calculation) tasks
		6	Preparation of a presentation of a pharmaceutical product
Topic 24.	3	0.5	testing
		1.5	oral answer
		1	solving situational (calculation) tasks
Total points for content module 5:		18	
Content module 6			
Topic 25.	3	0.5	testing
		1.5	oral answer
		1	solving situational (calculation) tasks
Topic 26.	3	0.5	testing
		1.5	oral answer

		<i>1</i>	<i>solving situational (calculation) tasks</i>
Total points for content module 6:		6	
Total points for module 2:		30	

The study of the educational component by higher education applicants is possible through non-formal education. Instead of performing types of work on the topic of the educational component, the following types of work of a higher education applicant can be credited:

– participation in master classes, forums, conferences, seminars, webinars on the topic of the educational component (with the preparation of essays, abstracts, informational messages, etc.; it is confirmed by the program of the event, or abstracts of reports, or the corresponding certificate);

– participation in research and applied research on the topic of the educational component (in the development of questionnaire forms, conducting experimental research, processing research results, preparing a report, presenting results, etc.; it is confirmed by the demonstration of relevant materials).

The assessment of applicants by type of work during classes:

Types of work for which the applicant receives points	The maximum number of points	
	Module 1	Module 2
<i>testing</i>	<i>2.4</i>	<i>4</i>
<i>answers to theoretical questions</i>	<i>17.6</i>	<i>12</i>
<i>solving situational (calculation) tasks</i>	<i>4</i>	<i>8</i>
<i>preparation of a presentation of a pharmaceutical product</i>	<i>-</i>	<i>6</i>
Total points:	24	30

The assessment during the content module control:

<i>Types of work for which the applicant receives points</i>	<i>Distribution of the maximum number of points for the content module control by type of work</i>	<i>The maximum number of points for the content module control</i>
Content module 1		
<i>testing</i>	<i>2</i>	<i>30</i>
<i>answers to theoretical questions</i>	<i>18</i>	
<i>solution of calculation tasks</i>	<i>10</i>	
Content module 2		
<i>testing</i>	<i>2</i>	<i>14</i>
<i>answers to theoretical questions</i>	<i>9</i>	
<i>solution of calculation tasks</i>	<i>3</i>	
Content module 3		
<i>testing</i>	<i>2</i>	<i>32</i>
<i>answers to theoretical questions</i>	<i>20</i>	
<i>solution of calculation tasks</i>	<i>10</i>	

Total points for control of content modules (Module 1):		76
Content module 4		
testing	2	24
answers to theoretical questions	14	
solution of calculation tasks	8	
Content module 5		
testing	2	22
answers to theoretical questions	12	
solution of calculation tasks	8	
Content module 6		
testing	2	24
answers to theoretical questions	14	
solution of calculation tasks	8	
Total points for control of content modules (Module 2):		70

Assessment of individual work of a higher education applicant:

during the current control: additional 2 points - writing a report on the subject of the class, 3 points - a report at the conference lecture

during the control of content modules: tickets for the content module include theoretical questions and situational or calculation tasks on the topics

The assessment during the semester examination:

Types of work for which the applicant receives points	Distribution of the maximum number of points for a semester examination by type of work	Total points for the semester examination
The answer to the 2nd theoretical question	50	100
Solving a situational or calculation task	50	

Higher education applicants, who when studying the educational component from which the semester examination is conducted, have from 91 to 100 points based on the results of semester control in all semesters, are free from passing the examination (by consent), while the presence of an applicant for higher education at the exam is mandatory. In this case, the mark of the higher education applicant is the one that he/she received during the semester (for educational components that are studied during one semester) or the average for all semesters, during which the educational component is studied. In case of disagreement with the mark, these higher education applicants take the examination according to the general rules.

The assessment scale of semester credit test, semester differentiated credit test, semester examination:

When studying the educational component, several assessment scales are used: 100-point scale, four-point scale ("Excellent", "Good", "Satisfactory", "Unsatisfactory") differentiated scale (for semester differentiated credit test and examination) and undifferentiated assessment (pass/fail), two-point scale (for semester credit test) and ECTS rating scale. Results are converted from one scale to another according to the table.

Total points	ECTS rating scale	Assessment by a four-	Assessment by an
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by a 100-point scale		point scale	undifferentiated scale
90-100	A	Excellent	passed
82-89	B	Good	
74-81	C		
64-73	D	Satisfactory	
60-63	E		
35-59	FX	Unsatisfactory	failed
1-34	F		

15. Educational component policies:

Academic Integrity Policy. It is based on the principles of academic integrity given in the Regulation “On measures to prevent cases of academic plagiarism in the NUPh”. Cheating when assessing the success of a higher education applicant during control activities in practical (seminar, laboratory) classes, monitoring of content modules and semester examinations is prohibited (including using mobile devices). Abstracts must have correct text links to the literature used. Identification of signs of academic dishonesty in the written work of a higher education applicant is the basis for its disregard by the teacher.

Class attendance policy. A higher education applicant is required to attend academic studies (Regulation “On the organisation of the educational process of the NUPh”) according to the class schedule (<https://nuph.edu.ua/rozklad-zanyat/>), adhere to ethical standards of behaviour.

Policy on deadlines, academic detention, improving the rating, and eliminating academic debt. Academic detention of missed classes by a higher education applicant is carried out in accordance with the “Regulations on academic detention of missed classes by applicants and the procedure for eliminating the academic difference in the curriculum in the NUPh” in accordance with the schedule for academic detention of missed classes set at the Department. Improving the rating and eliminating academic debt on the educational component is carried out by higher education applicants according to the procedure given in the Regulation “On the procedure for assessing the learning outcomes of higher education applicants in the NUPh”. Higher education applicants are required to comply with all deadlines set by the Department for performing types of written works on the educational component. Works that are submitted in violation of deadlines without valid reasons are rated at a lower rating – up to 20% of the maximum number of points for this type of work.

Policy on challenging the assessment on the educational component (appeals). Higher education applicants have the right to appeal the assessment on the educational component obtained during control activities. The appeal is carried out in accordance with the “Regulations on appealing the results of semester control of knowledge of higher education applicants in the NUPh”.

Policy on the recognition of learning outcomes obtained through non-formal and/or informal education by higher education applicants. Higher education applicants have the right to recognise the results of training acquired in non-formal and informal education in accordance with the Regulation “On the procedure for recognising learning outcomes obtained through non-formal and/or informal education by applicants for higher education in the NUPh”.

Within the framework of academic freedom of the teacher, instead of performing types of work on the topic of the educational component, it is possible to credit a non-formal education of a higher education applicant.

16. Information and methodological support of the educational component:

Required reading	<ol style="list-style-type: none"> 1. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv: Publishing center “Dialog”, 2016. – Part I : Management in Pharmacy. – 1 electronic opt. disk (CD-R). – 2,5 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label. 2. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv : Publishing center “Dialog”, 2016. – Part II : Marketing in Pharmacy. – 1 electronic opt. disk (CD-R). –
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	<p>3,7 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label.</p> <p>3. Working book. Pharmaceutical marketing and management: educational -methodical manual / V.V. Malyi, I.V. Pestun, I.V. Sofronova, et al. – Kh. : NUPh, 2020. – 276 p.</p> <p>Pharmaceutical marketing and management: educational manual / V. V. Malyi, S. V. Zhadko, I. V. Bondarieva and others; edited by V.V. Malyi. – Kharkiv : NUPh, 2022. – 226 p.</p>
Additional literature for in-depth study of the educational component	<ol style="list-style-type: none"> 1. Aghazadeh, Hashem. Strategic marketing management: Achieving superior business performance through intelligent marketing strategy. Procedia-Social and Behavioral Sciences, 2015, 207: 125-134. 2. Alves, Helena; Fernandes, Cristina; Raposo, Mário. Social media marketing: a literature review and implications. Psychology & Marketing, 2016, 33.12: 1029-1038. 3. Armstrong, Gary, et al. Principles of marketing. Pearson Australia, 2014. 989p. 4. Armstrong, Michael; Taylor, Stephen. Armstrong's handbook of human resource management practice. 2020. 763p. 5. Bocconcelli, Roberta, et al. Smes and marketing: a systematic literature review. International Journal of Management Reviews, 2018, 20.2: 227-254. 6. Boris, Olga A., et al. "Generating models for innovation development strategy of the industrial complex with references to its management, structure and policies." Growth Poles of the Global Economy: Emergence, Changes and Future Perspectives. Springer, Cham, 2020. 615-625. 7. Charlesworth, Alan. Digital marketing: A practical approach. Routledge, 2014. 326p. 8. Christopher, Martin; Payne, Adrian; Ballantyne, David. Relationship marketing. Routledge, 2013.264p. 9. Delen D., Dorokhov O., Dorokhova L., Dinçer H., Yüksel S. Balanced scorecard-based analysis of customer expectations for cosmetology services: a hybrid decision modeling approach. Journal of Management Analytics. 2020. Vol. 7, No 4. P. 532-563. 10. Egan, John. Marketing communications. Sage, 2014. 440p. 11. Grönroos, Christian. Relationship marketing and service: An update. Journal of Global Scholars of Marketing Science, 2017, 27.3: 201-208. 12. Homburg, Christian; Jozić, Danijel; Kuehn, Christina. Customer experience management: toward implementing an evolving marketing concept. Journal of the Academy of Marketing Science, 2017, 45.3: 377-401. 13. Hunt, Shelby D. Controversy in Marketing Theory: For Reason, Realism, Truth and Objectivity: For Reason, Realism, Truth and Objectivity. Routledge, 2016. 360p. 14. Jackson, Graham; Ahuja, Vandana. Dawn of the digital age and the evolution of the marketing mix. Journal of Direct, Data and Digital Marketing Practice, 2016, 17.3: 170-186. 15. Jobber, David, et al. Ebook: Principles and Practice of Marketing. Mcgraw Hill, 2016. https://books.google.com.ua/books?id=IMovEAAAQBAJ&pg=PA433&lpg=PA433&dq=17.%09Jobber,+David,+et+al.+Ebook:+Principles+and+Practice+of+Marketing,+Mcgraw+Hill,+2016&source=bl&ots=4Q1gMar3Kb&sig=ACfU3U2_aRjuebvykbJ1rkXE3jvypT61pQ&hl=uk&sa=X&ved=2ahUKEwiAstXZ0_L0AhVThP0HHb3KCQQQ6AF6BAgTEAM#v=onepage&q=17.%09Jobber%2C%20David%2C%20et%20al.%20Ebook%3A%20Principles%20and%20Practice%20of%20Marketing.%20Mcgraw%20Hill%2C%202016&f=false 16. Kozlenkova, Irina V., et al. The role of marketing channels in supply chain management. Journal of Retailing, 2015, 91.4: 586-609.

	<p>17. Luxton, Sandra; Reid, Mike; Mavondo, Felix. Integrated marketing communication capability and brand performance. Journal of Advertising, 2015, 44.1: 37-46.</p> <p>18. Park, Seohee. Marketing management. Seohee Academy, 2020. 103p.</p> <p>19. Pestun I. V., Mnushko Z. M. The impact of the legal and regulatory framework on the marketing activity of wholesale and retail pharmaceutical organizations// Соціальна фармація в охороні здоров'я. – 2020. – Т. 6, № 3. – С. 49-59</p> <p>20. Pestun Iryna V, Mnushko Zoya M, Ievtushenko Olena M, Babicheva Ganna S, Zhadko Svitlana V, Rohulia Olha. Research of self-medication among population in Ukraine. Azerbaijan Pharmaceutical & Pharmacotherapy Journal / 21 (2): 34-41</p> <p>21. Quality Efficiency Indicators of Pharmacy Management: Characteristics, Current Features, Opportunities and Threats of the Development /I.V. Pestun, Z.M. Mnushko, I.V. Timanjuk, O.M Ievtushenko1, H.S.Babicheva1// Journal of Global Pharma Technology.- 2020.- Vol.12- №2(S) – P. 259-269</p> <p>22. Samborskyi O.S., Slobodyanyuk M.M., Rogulya O.Y. Scientific comprehension of the necessity of pharmaceutical tourism development in Ukraine and the research of organizational and economic approaches as to its implementation in the healthcare system. World Science. 2020. Vol. 2. No 5(57). P. 37 – 48. DOI: https://doi.org/10.31435/rsglobal_ws/31052020/7079.</p> <p>23. Saunders, Mark, and Philip Lewis. Doing research in business and management. Pearson, 2017. 280p.</p> <p>24. Shmalko O. O., Pestun I.V., Vyshnevskya L. I. Marketing substantiation of introduction of a new herbal medicine for the treatment of inflammatory bowel diseases into the pharmaceutical market of Ukraine / Research Journal of Pharmacy and Technology.2000. Vol:13No:11: November: 5431-5437</p> <p>25. Spichak Irina V., Zhirova Irina V., Pestun Iryna V., Ievtushenko Olena M., Varenkyh Galina V. A study of the extent and interrelations of risks in the system of goods flow in wholesale pharmaceutical organizations. Volume 11, Issue 06, June2020, pp. 1205-1214. Articleid: IJM_11_06_109Available online at http://www.iaeme.com/ijm/issues.asp?Itype=IJM&vtype=11&itype=6</p> <p>26. Stadtler, Hartmut, et al. Supply chain management and advanced planning: concepts, models, software, and case studies. springer, 2015. 505p.</p> <p>27. Verma, Varsha; Sharma, Dheeraj; SHETH, Jagdish. Does relationship marketing matter in online retailing? A meta-analytic approach. Journal of the Academy of Marketing Science, 2016, 44.2: 206-217.</p> <p>28. Winston, William; Mintu-Wimsatt, Alma T. Environmental marketing: strategies, practice, theory, and research. Routledge, 2013. 415p.</p> <p>29. Wroblewski, Lukasz. Culture Management: Strategy and marketing aspects. 2017. 196p.</p> <p>30. Zhadko S. V., Pestun I. V., Mnushko Z. M., Babicheva G. S., Rohulia O. Yu. The assessment of awareness about the rational use of medicines among Ukrainian pharmacy students. Вісник фармації. 1 (105). 2023. 82-92.</p> <p>31. Zimmerman, Alan; Blythe, Jim. Business to business marketing management: A global perspective. Routledge, 2017. 528p.</p>
<p>Up-to-date electronic information resources (journals, websites, etc.) for in-depth study of the</p>	<p>Library of NUPh http://nuph.edu.ua/ukrayins-ka-biblioteka/</p> <p>Business dictionary http://www.businessdictionary.com/definition/management.html</p> <p>Management Information and Management News http://www.forbes.com/fdc/welcome_mjx.shtml</p> <p>The Wall Street Journal http://online.wsj.com/public/page/management.html</p> <p>Management Issues : News, advice, opinion & resources www.management-issues.com/</p>

educational component	<p>Free Management Library managementhelp.org/ Management Science: INFORMS pubsonline.informs.org/journal/mnsc Journal of Management jom.sagepub.com/http://translate.google.com.ua/translate?hl=ru&sl=en&u=http://jom.sagepub.com/&prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806 European Management Journal www.journals.elsevier.com/european-management-journal/http://translate.google.com.ua/translate?hl=ru&sl=en&u=http://www.journals.elsevier.com/european-management-journal/&prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806 Strategic Management Journal onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-6486 Academy of Management aom.org / Journals & Publications Journals in Business & Management http://www.springer.com/business+%26+management/journals?SGWID=0-40528-0-0-0http://www.springer.com/?SGWID=5-102-0-0-0 International journal of management & information technology http://cirworld.org/journals/index.php/ijmit?gclid=CPyS4MfQsMECFamWtAodrUYAyQ American Marketing Association https://www.ama.org Marketing - Strategy, Planning, Careers and News marketing.about.com Marketing professionals' perceptions of marketing journals academia.edu>4951332/Marketing...marketing_journals Journal of Marketing ebookbrowse.net>jo/journal-marketing Journal of Marketing Management - ResearchGate researchgate.net>journal/0267□</p>
Moodle distance learning system	<p>4 Course https://pharmel.kharkiv.edu/moodle/course/view.php?id=4147 5 Course https://pharmel.kharkiv.edu/moodle/course/view.php?id=2723 <i>Moodle platform on the website of the Centre for distance technologies</i></p>

17. Material and technical support and software of the educational component:

Technical equipment - computer , video camera , multimedia projector, screen .

Software support : Microsoft Word, Excel, Power Point, Acrobat rider, Google Workspace for Education Standard, ZOOM, MOODLE.