

SYLLABUS OF THE EDUCATIONAL COMPONENT



BASICS OF CONSUMER BEHAVIOR IN PHARMACY

for applicants of higher education of the 2nd year of full-time education

Educational program "Pharmacy"

Specialty 226 "Pharmacy, industrial pharmacy"

Field of knowledge 22 "Health care"

Second (master's) level of higher education

TEACHERS

Information about the teacher

BONDARIEVA
Iryna
Vasilivna

associate professor of
department of
management,
marketing and quality
assurance in pharmacy,
candidate of
pharmaceutical
sciences, associate
professor

iryna.bondarieva@gmail.com

<https://mmf.nuph.edu.ua/bondarieva-irina-vasilivna/>

1. The name of higher education establishment and department: the National University of Pharmacy, Department of Management, Marketing and Quality Assurance in Pharmacy

2. Address of the department: Kharkiv, st. Valentynivska, 4, 3rd floor, t. 0572- 67-91-72

3. Web site of the department: <http://mmf.nuph.edu.ua/>

4.Consultations: take place online in accordance with the schedule posted on the website of the Department of Pharmaceutical Management and Marketing (at the link <https://mmf.nuph.edu.ua/grafiki-potochnih-konsultacij/>).

5.Abstract of the educational component: the educational component "Basics of consumer behavior in pharmacy" provides a general understanding of the basic provisions of consumer behavior in pharmacy: theoretical and methodological bases for studying consumer behavior, principles of consumer behavior in the market of relationships between legal entities (B2B) and between the organization and the end consumer (B2C), influence of external and internal factors on purchasing behavior. Considerable attention is paid to the behavior of consumers when purchasing medicines and the role of specialists in making a purchase decision.

6.The purpose statement of studying the educational component: Basics of consumer behavior in pharmacy» is the formation of applicants of higher education' understanding of consumer behavior as an effective process and the possibility of applying the acquired skills in the professional activity of consumer service in pharmacy.

7. Competences in accordance with the educational program:

Soft- skills / General competences (GC):

GC 2. Ability to apply knowledge in practical situations, make reasonable decisions.

GC 4. Ability to abstract thinking, analysis and synthesis, to learn and be modernly trained.

GC 5. Ability to show initiative skills 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 9. Skills in the use of information and communication technologies.

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

SC 12. Ability to use knowledge of regulatory and legislative acts of Ukraine and recommendations of proper pharmaceutical practices in professional activity.

SC 13. The ability to demonstrate and apply in practical activities communicative skills, fundamental principles of pharmaceutical ethics and deontology, based on moral obligations and values, ethical standards of professional behavior and responsibility in accordance with the Code of Ethics of Pharmaceutical Workers of Ukraine and WHO guidelines.

8. The program learning outcomes: (PLO):

PLO 1. To carry out professional activities in social interaction based on humanistic and ethical principles;

to identify future professional activities as socially significant for human health.

PLO 2. To apply knowledge of general and professional educational components in professional activities.

PLO 4. To 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 6. To argue information for decision-making, to be responsible for it in standard and non-standard professional situations; to adhere to the principles of deontology and ethics in professional activities.

PLO 7. To perform professional activities using creative methods and approaches.

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

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

PLO 25. To promote health, including disease prevention, rational use and use of medicines. To perform your professional duties in good faith, comply with the law on the promotion and advertising of medicines. To have psychological communication skills to build trust and understanding with colleagues, doctors, patients, consumers.

9. Status of the educational component: *selective*

10. Prerequisites of the educational component: The basis of the of the educational component "Basics of consumer behavior in pharmacy" is such fundamental scientific educational components as introduction to the profession, philosophy, ethics and aesthetics. The of the educational component provides the basis for studying the educational components: management and marketing in pharmacy, ethics and deontology of pharmacy.

11. The volume of the educational component: *4 ECTS credits, hours per educational component: 120 hours general, 16 hours lectures, 24 hours seminar classes, 80 hours individual work.*

12. Organization of training:

Teaching methods:

- *explanatory (informational and reproductive) method:* Lecture-based learning - lectures, video materials;
- *problem-based teaching:* Brainstorming - "brainstorming" method; Case-based learning - case method;
- *partial search method:* Game-based learning - game-based learning methods (business games); Team-based learning- a method of working in small groups.

Content of the educational component:

Content module 1. Theoretical foundations of the study of consumer behavior

Topic 1. Theoretical foundations of the study of consumer behavior

Topic 2. Methodological foundations of the study of consumer behavior

Content module 2. Applied basics of studying consumer behavior

Topic 3. Consumer Behavior in the B2C Market: Features, Study Tools and Impacts

Topic 4. Consumer Behavior in the B2B Market: Features, Study Tools and Impacts

Topic 5. Basics of consumer behavior in the pharmaceutical market

Organization of independent work:

Independent work includes the study of topic 1 of the educational component, and the completion of tasks on these topics in order to consolidate the theoretical material

13. Types and forms of control:

Current control:

Control of knowledge at each lesson: oral survey, writing test tasks, solving situational problems.

Control of content modules: compilation of test tasks, solution of situational problems.

Conditions for admission to control of content modules: the presence of a minimum number of points for taking the content module, for control of content module 1 (for control of content module 2).

Semester control:

Semester control form: semester assessment

Conditions for admission to semester control: the current rating is more than 60 points, the presence of the minimum number of points for the control of the content module 1 and 2, the absence of unworked passes of seminar classes, the fulfillment of all the requirements stipulated by the work program of the educational component.

14. Evaluation system of the educational component:

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

<i>The number of the topic (lesson) of the educational</i>	<i>The maximum</i>	<i>Distribution of the maximum number of</i>	<i>Types of work for which the applicant receives points</i>
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<i>component</i>	<i>number of points by topic (lesson)</i>	<i>points per topic (lesson) by type of work</i>	
<i>Content module 1. Theoretical foundations of the study of consumer behavior</i>			
<i>Topic 1.</i>	5	5	presentation preparation
<i>Topic 2.</i>	5	2	oral answer
		3	oral answer
<i>Total points for content module 1:</i>		10	
<i>Content module 2. Applied basics of studying consumer behavior</i>			
<i>Topic 3.</i>	5	2	solving situational tasks
		3	report preparation
<i>Topic 4.</i>	5	2	oral answer
		3	solving situational tasks
<i>Topic 5.</i>	30	25	oral answer
		2	solving situational tasks
		3	oral answer
<i>Total points for content module 2:</i>		40	
<i>Total points for the module:</i>		50	

The study of the educational component by applicants of higher education is possible with the help of non-formal education. Instead of completing the types of work on topic 3 of the educational component, the completion of an online course on the Coursera platform (online course "The Power of Markets I: The Basics of Supply and Demand and Consumer Behavior", <https://www.coursera.org/learn/market-power>) can be counted (if there is a corresponding document about its completion, providing a copy to the teacher).

Instead of performing types of work on any topic of the educational component, the following types of work of an applicant of higher education may be counted:

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

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

The assessment of applicants by type of work during classes:

<i>Types of work, for which the acquirer receives points</i>	<i>Maximum number of points</i>
answers to theoretical questions	8
solving situational tasks	12
writing a report	25
presentation preparation	5
<i>Total points:</i>	50

The assessment during the content module control:

<i>Types of work, for which the acquirer receives points</i>	<i>Distribution of the maximum number of points for control of the content module by types of works</i>	<i>The maximum number of points for control of the content module</i>
<i>Content module 1</i>		
testing	15	25
answers to theoretical questions	10	
<i>Content module 2</i>		
testing	15	25
solution of calculation	10	

tasks		
Total points for control of content modules:		50

Assessment of individual work of a higher education applicant:

during the current control: 5 points: 5 points - writing a presentation (topic 1)

during content module 1 control: tickets for content module 1 include theoretical questions and test tasks from topic 1

during content module 2 control: tickets for content module 2 include theoretical questions and test tasks from topic 2

Rating scale of semester credit: When studying the educational component, several assessment scales are used: a 100-point scale, an undifferentiated ("passed", "not passed") two-point scale and the ECTS rating scale. The results are converted from one scale to another according to the table.

Total points on a 100-point scale	ECTS scale	Evaluation on a non-differentiated scale
90-100	A	counted
82-89	B	
74-81	C	
64-73	D	
60-63	E	
35-59	FX	not counted
1-34	F	

15. Policies of the educational component:

Academic Integrity Policy. It is based on the principles of academic integrity stated in the POL "On measures to prevent cases of academic plagiarism at the National University of Pharmacy". Writing off when assessing the success of an applicant of higher education during control measures in practical (seminar, laboratory) classes, control of content modules and semester exams is prohibited (including using mobile devices). Abstracts must have correct text references to the used literature. The detection of signs of academic dishonesty in the applicant of higher education written work is a reason for the teacher not to enroll it.

Class attendance policy. An applicant of higher education is obliged to attend classes (POL "On the organization of the educational process of the National University of Pharmacy") according to the schedule (<https://nuph.edu.ua/rozklad-zanyat/>), to observe ethical norms of behavior.

Policy regarding deadlines, working out, rating increase, liquidation of academic debt. Completion of missed classes by applicants of higher education is carried out in accordance with the POL "Regulations on the completion of missed classes by applicants of higher education and the procedure for the elimination of academic differences in the curricula of the National University of Pharmacy" in accordance with the timetable for making up missed classes established at the department. Increasing the rating and liquidating academic debt from the educational component is carried out by the applicants of higher education of education in accordance with the procedure specified in the POL "On the procedure for evaluating the results of training of applicants of higher education at the National University of Pharmacy". Applicants of higher education are obliged to comply with all deadlines set by the department for the completion of types of written works from the educational component. Works that are submitted in violation of deadlines without valid reasons are evaluated for a lower grade - up to 20% of the maximum number of points for this type of work.

Policy on appeals of assessment from the educational component (appeals). Applicants of higher education have the right to contest (appeal) the evaluation of the educational component obtained during control measures. The appeal is carried out in accordance with the POL "Regulations on appealing the results of the semester control of the knowledge of applicants of higher education at the National University of Pharmacy".

Policy on recognition of learning outcomes obtained through non-formal and/or informal education by higher education applicants of higher education. Applicants of higher education have the right to recognition of learning results acquired in informal and informal education in accordance with the POL "On the procedure for recognition of learning results obtained through informal and/or informal education by applicants of higher education at the National University of Pharmacy".

As part of the academic freedom of the teacher, instead of performing types of work on the subject of the educational component, it is possible to enroll in the non-formal education of applicants of higher education.

16. Informational and educational and methodological support of the educational component:

Mandatory literature	1. Basics of consumer behavior in pharmacy : working book . rec . for seminar classes from educational component « Basics of consumer behavior in pharmacy
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	<p>»/ VV Malyi , IV Timanyuk , OV Shuvanova , IV Bondarieva /. – Kh .: NUPh , 2019. – p. 44.</p> <p>2. Basics of Consumer Behavior in Pharmacy . Course of lectures : educational manual / VV Malyi [et al .]; ed . by V.V. Malyi . – Independent electronic edition. – Kharkiv : National University of Pharmacy , 2024. – 112 p.</p>
Additional literature for in-depth study of the educational component	<p>1. Rollins Brent L. Pharmaceutical Marketing / Brent L. Rollins , Matthew Perry . – Jones&Bartlett learning, 2013 – 282 p.</p> <p>2. Basics of consumer behavior in pharmacy: Methodical recommendations for organization of independent work of higher education applicants / VV Malyi , IV Tymanyuk , EV Shuvanova , IV Bondarieva; edited by VV Malyi . – Kharkiv: NUPh , 2023. – 32</p>
Actual electronic information resources (magazines, sites, etc.) for in-depth study of the educational component	<p>1. New marketing http://www.marketing.web-standart.net</p> <p>2. Market Research Practice http://www.gortis.info</p> <p>3. Government courier http://uamedia.visti.net/uk</p> <p>4. Expert http://www.expert.ua</p> <p>5. Encyclopedia of marketing http://www.marketing.spb.ru/read/m7/</p>
Moodle distance learning system	<p>https://pharmel.kharkiv.edu/moodle/course/view.php?id=4383</p>

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

Technical support – computer, video camera, multimedia projector, screen.

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