



**FACULTY OF PHARMACY  
MEDICAL UNIVERSITY SOFIA**

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**Approved from the Faculty council with protocol: No 5/15.04.2004**

DEAN:

/prof. Al.Zlatkov, DSc/

**DEPARTMENT “ORGANIZATION AND ECONOMICS OF PHARMACY”**

**SYLLABUS**

of

**Elective subject “Pharmaceutical marketing management”**

INCLUDED IN “PHARMACY” EDUCATION CURRICULUM

DEGREE OF EDUCATION: “MASTER”

CREDITS (ECTS): 5

**ANNOTATION**

Under the present conditions of our surrounding domestic and international environment, the problem of marketing and management of pharmaceutical goods and services assumes an extremely important role. The development of the market economy in all spheres, including the field of pharmacy, requires students to acquire the necessary knowledge related to pharmaceutical marketing and management in order to achieve their successful professional realization as master pharmacists in future scientific and practical activities under the new market conditions of free competition.

The course aims to form the social, managerial and strategic foundations of pharmaceutical marketing theory and practice. The concepts and tools of pharmaceutical market analysis and its environment are studied in order to uncover existing opportunities. Students are introduced to the different aspects of building marketing strategies in companies depending on market

positions, /national and global/ and stages of the life cycle of the commodity. They are introduced to the issues of marketing tactics and working with the elements of the marketing mix. They also study the administrative side of pharmaceutical marketing- how companies organize, implement, evaluate and control their marketing activities.

The program covers the major issues of the nature and specifics of pharmaceutical marketing and management.

In addition to the most general theoretical and methodological foundations of pharmaceutical marketing and management, attention is also paid to the specific features of this activity carried out in practice by pharmaceutical companies - national and international - on the national pharmaceutical market. The aim is to broaden and deepen students' knowledge of marketing as a management approach.

**Type of control and evaluation:** Students will be evaluated on the basis of a comprehensive examination, participation in the learning process over the two semesters and an individual assignment.

### **English language training**

#### **SYLLABUS**

1. The role of marketing in the management system of the pharmaceutical company.
2. Main factors of consumer satisfaction.
3. Strategic planning of a pharmaceutical company.
4. Marketing information management and market demand assessment.
5. Analysis of consumer markets.
6. Pharmaceutical market segmentation and target market selection.
7. Formulation of marketing strategy.
8. Managing the life cycle strategy of a pharmaceutical product.
9. Development and management of global marketing strategies.
10. Marketing of pharmaceutical services.
11. Development of pricing strategies and policies.
12. Digitalization of pharmaceutical marketing.
13. Organization, evaluation and control of marketing activities.
14. Control of planning and performance of a pharmaceutical company.
15. Organization of marketing activities at national and international level.

Date .....

Program authors:

/Team of Department "Organization and economics of pharmacy/"

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