

Course Detailed Description – Procedures of the Course Plan Committee /Faculty of Pharmacy	QF02/0408–2.1E
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Department	Pharmacy
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Course Name	Pharmaceutical Marketing	Course No.	0201543
Prerequisite		Credit Hours	2
Number & date of course plan approval	1-10-2016	Brief Description	See form QF02/0409

Course Objective	This course will examine the current pharmaceutical marketing environment from both an academic and practical perspective. In particular, we will focus on issues pertinent to those interested in a career in the pharmaceutical industry. The text, Pharmaceutical Marketing will give students, and new industry professionals, a thorough overview of general marketing principles and then apply those principles using case-study methods to all aspects of marketing pharmaceuticals.		
Intended Learning Outcomes	Students should be able to apply basic marketing principles to the process of bringing pharmaceutical products to the market and participate fluently in a discussion of an issue related to pharmaceutical marketing. Further, students should be able to evaluate their own interest in pursuing a career in the pharmaceutical or a related health care entity		
Course Topics	1-Marketing principle 2-4 P's w/respect to Pharmaceuticals - Product-price-place-promotion 3-Application of the Marketing Mix in the Pharmaceutical Industry		
Text Books	1-Pharmaceutical Marketing, by Brent L. Rollins and Matthew Perri		
References			
Grade Determination	1 st Exam = 25% 2 nd Exam = 25% Final Exam = 50%	Practical Course Grade Determination	Course Work = 50% (Reports, Term Papers, Quizes) Final Exam = 50%

Course Outline				
Week	Hours	Subjects	Chapters in Textbook	Notes
1	1 1	Marketing Principles & Process	1	
2	1 1	Pharmaceutical Marketing & the Industry Environment	2	
3	1 1	Products in the Pharmaceutical Industry: Trends, Identification, Approval, and Monitoring	3	
4	1 1	Pharmaceuticals & Pricing	4	
5	1 1	Place – The Pharmaceutical Industry Supply Chain	5	
6	1 1	Promotional Marketing Activities & Practices	6	
7	1 1	Medical Affairs	7	
8	1 1	Regulatory Affairs	8	
9	1 1	Direct-to-Consumer (DTC) Prescription Drug Advertising	9	
10	1 1	Social Media & Pharmaceutical Marketing: Opportunities and Challenges	10	
11	1 1	The New 4 P's of Pharmaceutical Marketing	11	
Approved by Dept. Chair			Date of Approval	

Extra Information: (Updated every semester and filled by course instructor)

Course Instructor	Dr Walid AlQerem
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