

Course Plan for Bachelor Program - Study Plan Development and Updating Procedures/ Pharmacy Department	QF02/0408-4.0E
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Study Plan No.	2021/2022	University Specialization	Bachelor of Pharmacy
Course No.	0201444	Course Name	Pharmaceutical Marketing
Credit Hours	2	Prerequisite *Co-requisite	Community Pharmacy Training (1)
Course Type	<input type="checkbox"/> Mandatory University Requirement <input type="checkbox"/> University Elective Requirement	<input type="checkbox"/> Faculty Mandatory Requirement <input type="checkbox"/> Support course family requirements	<input checked="" type="checkbox"/> Mandatory Requirement <input type="checkbox"/> Elective Requirement
Teaching Style	<input type="checkbox"/> Full Online Learning	<input checked="" type="checkbox"/> Blended Learning	<input type="checkbox"/> Traditional Learning
Teaching Model	<input type="checkbox"/> 1 Synchronous: 1 Asynchronous	<input checked="" type="checkbox"/> 1 Face to Face: 1 Asynchronous	<input type="checkbox"/> 2 Traditional

Faculty Member and Study Divisions Information (to be filled in each semester by the subject instructor)

Faculty Member and Study Divisions Information (to be filled in each semester by the subject instructor)					
Name	Academic rank	Office No.	Phone No.	E-mail	
Office Hours (Days/Time)	Sunday, Tuesday, Thursday ()		Monday, Wednesday ()		
Division number	Time	Place	Number of Students	Teaching Style	Approved Model
				Blended Learning	1 Face to Face: 1 Asynchronous

Brief Description

The purpose of this course is to provide a theoretical foundation and basic methods of application in Pharmaceutical marketing. The course discuss the main issues are being faced by pharmaceutical industry, regulators, and patients.

Learning Resources

Course Book Information (Title, author, date of issue, publisher ... etc)	1. Pharmaceutical marketing. A practical guide by Dimitris Dogramatzis 2. Innovation and marketing in the pharmaceutical industry. Min Ding, Jehoshua Eliashberg, and Stefan Stremersch
Supportive Learning Resources (Books, databases, periodicals, software, applications, others)	Recorded webinars will be provided and determined based on class performance
Supporting Websites	
The Physical Environment for Teaching	<input checked="" type="checkbox"/> Classroom <input type="checkbox"/> Labs <input checked="" type="checkbox"/> Virtual Educational Platform <input type="checkbox"/> Others
Necessary Equipment and Software	- Moodle.
Supporting People with Special Needs	
For Technical Support	E-Learning & Open Educational Resources Center.

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Email: elarning@zuj.edu.jo ; Phone: +962 6 429 1511 ext. 425/362.

Course learning outcomes (K= Knowledge, S= Skills, C= Competencies)

No.	Course Learning Outcomes	The Associated Program Learning Output Code
Knowledge		
The student should be able to:		
K1	Describe the marketing concepts of 4Ps (pricing, product, place, and promotion)	MK3
K2	Identify the marketing concepts (vision, mission, strategy, tactics)	MK3
K3	Compare between the types of consumer behavior	MK3
Skills		
The student should be able to:		
S1	Create marketing solutions based on varied consumer behavior	MS1
S2	Perform situational analysis and detect challenges, opportunities, strengths and weakness in marketing plan	MS2
S3	Report professionally to health care providers and patients	MS3
Competencies		
C1	Formulate good relationship with patients and health care providers, and marketers	MC2
C2	Take responsibility of personal and professional development by following up the weekly activities and handing the assignments on time.	MC3

Mechanisms for Direct Evaluation of Learning Outcomes

Type of Assessment / Learning Style	Fully Electronic Learning	Blended Learning	Traditional Learning (Theory Learning)	Traditional Learning (Practical Learning)
Midterm Exam	30%	30%	30%	0%
Participation / Practical Applications	0%	0%	20%	50%
Asynchronous Interactive Activities	20%	20%	0%	0%
Final Exam	50%	50%	50%	50%

Note 1: Asynchronous interactive activities are activities, tasks, projects, assignments, research, studies, projects, and work within student groups ... etc, which the student carries out on his own, through the virtual platform without a direct encounter with the subject teacher.

Note 2: According to the Regulations of granting Master's degree at Al-Zaytoonah University of Jordan, 40% of final evaluation goes for the final exam, and 60% for the semester work (examinations, reports, research or any scientific activity assigned to the student).

Schedule of Simultaneous / Face-to-Face Encounters and their Topics

Week	Subject	Learning Style*	Reference **
1	L0- Introduction to the course	Lecture	

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2	L1- Pharmaceutical Marketing	Lecture	Dimitris
3	L2-Pharmaceutical Marketing principles L3-Marketing Communications	Online	Dimitris
4	L4-Consumer behavior L5- Pharmaceutical industry Environment	Lecture	Dimitris
5	L6- Innovation in the Pharmaceutical Industry: The Process of Drug Discovery and Development L7- Innovation in the Pharmaceutical Industry: The Process of Drug Discovery and Development	Lecture	Min Ding
6	L8- Pharmaceutical marketing environment L9- Pricing of pharmaceuticals	Online	Dimitris
7	L10- Marketing strategy in pharmaceuticals L11- Marketing Research	Lecture	Dimitris
8	L12-The Successful Launch and Diffusion of New Therapies L13-The Successful Launch and Diffusion of New Therapies	Lecture	Dimitris
9	L14- Market segmentation L15- Situational analysis Midterm Exam	Online	Dimitris
10	L16-Pharmaceutical Lifecycle Extension Strategies L17-Pharmaceutical Lifecycle Extension Strategies	Lecture	Dimitris
11	L18-Direct-to-Consumer Advertising of Pharmaceuticals: An Integrative Review L19-Direct-to-Consumer Advertising of Pharmaceuticals: An Integrative Review	Lecture	Min Ding
12	L20-Value chain analysis L21-Market access vs Marketing	Online	
13	L22-Direct-to-Consumer Advertising of Pharmaceuticals: An Integrative Review L23-Direct-to-Consumer Advertising of Pharmaceuticals: An Integrative Review	Lecture	Dimitris
14	L24-vaccine Marketing L25-vaccine Marketing	Lecture	Min Ding
15	Revisions	Online	
16	Final Exam		

* Learning styles: Lecture, flipped learning, learning through projects, learning through problem solving, participatory learning ... etc.

** Reference: Pages in a book, database, recorded lecture, content on the e-learning platform, video, website ... etc.

Schedule of Asynchronous Interactive Activities (in the case of e-learning and blended learning)

Week	Task / Activity	Reference	Expected Results
1			
2	Introduction forum	NA	MC3

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3	Marketing mix strategy: why it's so Important for pharmaceutical marketing	https://www.youtube.com/watch?v=V8mppVKr9_0	MC1, MC2, MC3
4	Digital Innovation in Pharma Marketing	https://www.youtube.com/watch?v=LiyIIIDWhn8	
5	Quiz (10 points)	Quiz	MC1, MC2, MC3
6	Reflection	Reflection	
7	Marketing in Pharma - Case Study (AEDs)	https://www.youtube.com/watch?v=BONEcemkb58	MS1, MS2, MS3
8	Reflection	Reflection	
9	Pharmaceutical Product Life Cycle Management Strategies	https://www.youtube.com/watch?v=4m66uajU_Jg	MS1, MS2, MS3
10	Reflection	Reflection	
11	Neuromarketing: The new science of consumer decisions	https://www.youtube.com/watch?v=UEtE-el6KKs	MS1, MS2, MS3
12	Reflection	Reflection	
13	The Secret Behind Coca-Cola Marketing Strategy	https://www.youtube.com/watch?v=XhMVWzVXNNk	MS1, MS2, MS3
14	Reflection	Reflection	
15	4 Principles of Marketing Strategy Brian Tracy	https://www.youtube.com/watch?v=hZLMv5aexto	MS1, MS2, MS3
16	Reflection	Reflection	