

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.	0201452	Course Name	Pharmaceutical Communication Skills
Credit Hours	3	Prerequisite *Co-requisite	Pharmacology (1)
Course Type	☐ Mandatory University Requirement ☐ University Elective Requirement	☐ Faculty Mandatory Requirement ☐ Support course family requirements	☐ Mandatory Requirement ☒ Elective Requirement
Teaching Style	☐ Full Online Learning	☒ Blended Learning	☐ Traditional Learning
Teaching Model	☐ 1 Synchronous: 1 Asynchronous	☒ 1 Face to Face: 1 Asynchronous	☐ 2 Traditional

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

Faculty, Member and Staff Division 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 ()		Monday, Wednesday ()		
Division number	Time	Place	Number of Students	Teaching Style	Approved Model
				Blended Learning	1 Face to Face: 1 Asynchronous

Brief Description

This course explores the communication skills essential for pharmacists in delivering pharmaceutical care, emphasizing their role in building patient trust in health care providers and achieving therapeutic goals and outcomes.

Learning Resources

Course Book Information (Title, author, date of issue, publisher ... etc)	Robert S. Beardsley, Carole L. Kimberlin, and William N. Tindall, Communication Skills in Pharmacy Practice: A Practical Guide for Students and Practitioners, Seventh edition, Lippincott Williams and Wilkins, 2019.			
Supportive Learning Resources (Books, databases, periodicals, software, applications, others)	Pharmacy practice websites			
Supporting Websites	Pharmacy practice websites			
The Physical Environment for Teaching	☒ Classroom	☐ Labs	☒ Virtual Educational Platform	☐ Others
Necessary Equipment and Software	Moodle Microsoft office			
Supporting People with Special Needs				
For Technical Support	E-Learning & Open Educational Resources Center			

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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	Recognize the basic concepts of interpersonal communication between the pharmacist, patient, and other health care providers.	MK3
K2	Identify common barriers to interpersonal communication.	MK3
K3	Explain different methods and strategies used to support safe and effective medication access and use for patients.	MK3
Skills		
The student should be able to:		
S1	Demonstrate how a pharmacist should communicate with patients and other health care providers effectively to reduce medication-related errors.	MS3
S2	Describe common barriers to communication and related approaches to address them.	MS3
S3	Apply strategies to promote patient adherence in order to achieve therapeutic goals and outcomes.	MS3
Competencies		
The student should be able to:		
C1	Apply principles of effective interpersonal communication to support pharmaceutical care.	MC1
C2	Demonstrate how to educate patients about medication-related health problems and strategies to achieve therapeutic goals.	MC2

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%	30%	60%
Asynchronous Interactive Activities	30%	30%	0%	0%
Final Exam	40%	40%	40%	40%

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).

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

Week	Subject	Learning Style*	Reference ** (Pages in Course Book)
1	Patient-Centered Communication in Pharmacy Practice	Lecture	Chapter 1 1-13
2	Principles and Elements of Interpersonal Communication	Lecture	Chapter 2 15-19
3	Principles and Elements of Interpersonal Communication	Lecture	Chapter 2 19-30
4	Nonverbal Communication	Lecture	Chapter 3 31-41
5	Barriers to Communication	Lecture	Chapter 4 43-53
6	Listening and Empathic Responding	Lecture	Chapter 5 55-72
7	Assertiveness	Lecture	Chapter 6 73-91
8	Assertiveness	Lecture	Chapter 6 73-91
9	Interviewing and Assessment Midterm Exam	Lecture	Chapter 7 93-113
10	Interviewing and Assessment	Lecture	Chapter 7 93-113
11	Helping Patients Manage Therapeutic Regimens	Lecture	Chapter 8 115-141
12	Helping Patients Manage Therapeutic Regimens	Lecture	Chapter 8 115-141
13	Medication Safety and Communication Skills	Lecture	Chapter 9 143-157
14	Medication Safety and Communication Skills	Lecture	Chapter 9 143-157
15	Ethical Behavior When Communicating with Patients	Lecture	Chapter 14 227-249
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	Interactive content	YouTube link on E-learning platform (Introduction)	Answer questions embedded in the video

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2	Interactive content	YouTube link on E-learning platform related to Ch. 1	Answer questions embedded in the video
3	Case study /Forum	Chapter 2	Discussion of the case will be marked
4	Quiz 1	Selected topics	Quiz will be marked out of 10
5	Interactive recorded lecture	Video on E-learning platform from Chapter 6	Answer questions embedded in the video
7	Recorded presentation	Selected cases	The student will be marked for his communication skills: assertiveness, body language, appropriate gestures and eye contact in addition to scientific material
8	Recorded presentation	Selected cases	The student will be marked for his communication skills: assertiveness, body language, appropriate gestures and eye contact in addition to scientific material
9	Midterm Exam		
10	Interactive recorded lecture	Chapter 7	Answer questions embedded in the video
11	Interactive recorded lecture	Chapter 8	Answer questions embedded in the video
12	Case study/ Forum	Chapter 9	Answer questions embedded in the video
13	Quiz 2	Selected topics	Quiz will be marked out of 10
14	Assignment related to the topic	Website	Assignment will be marked
15	Interactive content	YouTube link on E-learning platform	Answer questions embedded in the video
16	Final Exam	-	