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| Course Plan for Bachelor Program - Study Plan Development and Updating Procedures/<br>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<br>*Co-requisite                                                                                         | Community Pharmacy training (1)                                                                            |
| Course Type    | <input type="checkbox"/> Mandatory University Requirement<br><input type="checkbox"/> University Elective Requirement | <input type="checkbox"/> Faculty Mandatory Requirement<br><input type="checkbox"/> Support course family requirements | <input checked="" type="checkbox"/> Mandatory Requirement<br><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"/> 2 Face to Face: 1 Synchronous                                                     | <input type="checkbox"/> 3 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<br>(Days/Time)                                                                              |               |            |                       |                     |                                  |
| Division number                                                                                          | Time          | Place      | Number of<br>Students | Teaching<br>Style   | Approved Model                   |
|                                                                                                          |               |            |                       | Blended<br>Learning | 2 Face to Face: 1<br>Synchronous |

#### Brief Description

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

#### Learning Resources

|                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Course Book Information<br>(Title, author, date of issue, publisher ... etc)                     | 1. Innovation and marketing in the pharmaceutical industry. Min Ding, Jehoshua Eliashberg, and Stefan Stremersch<br>2. Smith. Pharmaceutical Marketing-Principals. ISBN: 9780789015839                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Supportive Learning Resources<br>(Books, databases, periodicals, software, applications, others) | 1. Recorded webinars will be provided and determined based on class performance<br>2. Maryville University. <a href="https://online.maryville.edu/blog/6-ps-of-marketing/">https://online.maryville.edu/blog/6-ps-of-marketing/</a><br>3. Mahalakshmi S. Corporate social responsibility in pharmaceutical industry: integrating social responsibility with public health needs Vol. 15, Issue, 12, pp.5100-5106, December, 2024<br>4. Pharmaceutical marketing. A practical guide by Dimitris Dogramatzis<br>5. Market access for pharmaceuticals. Mondher Toumi<br>6. Dnyaneshwarivedpathak. The Role of Digital Marketing in Revolutionizing the Pharma Industry: Strategies and Success Stories.<br>7. Mental Health America. What is emotional intelligence and how does it apply to the workplace?<br>8. Ravindra Warang. The Role of Innovative Leadership in the Pharmaceutical Industry. <a href="https://www.pharmanow.live/leadership/innovative-leadership-in-pharmaceutical-industry">https://www.pharmanow.live/leadership/innovative-leadership-in-pharmaceutical-industry</a> |
| Supporting Websites                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| The Physical                                                                                     | <input checked="" type="checkbox"/> Classroom<br><input type="checkbox"/> Labs<br><input checked="" type="checkbox"/> Virtual<br><input type="checkbox"/> Others                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------|--|
| Environment for Teaching             |                                                                                                                                                             |  | Educational Platform |  |
| Necessary Equipment and Software     | - Moodle.                                                                                                                                                   |  |                      |  |
| Supporting People with Special Needs |                                                                                                                                                             |  |                      |  |
| For Technical Support                | E-Learning & Open Educational Resources Center.<br>Email: <a href="mailto:learning@zu.edu.jo">learning@zu.edu.jo</a> ; 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 |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Knowledge</b>                      |                                                                                                                                                            |                                             |
| <b>The student should be able to:</b> |                                                                                                                                                            |                                             |
| K1                                    | Describe the importance of pharmaceutical industry in optimizing health care services                                                                      | MK3                                         |
| K2                                    | Describe the elements of the marketing mix 6Ps                                                                                                             | MK3                                         |
| K3                                    | Explain the concept of market strategy in pharmaceutical industry                                                                                          | MK3                                         |
| <b>Skills</b>                         |                                                                                                                                                            |                                             |
| <b>The student should be able to:</b> |                                                                                                                                                            |                                             |
| S1                                    | Identify patients' needs while developing marketing plans                                                                                                  | MS1                                         |
| S2                                    | Perform situational analysis and detect challenges, opportunities, strengths and weaknesses in marketing plan                                              | MS2                                         |
| S3                                    | Communicate professionally with health care providers, patients, and Pharma management.                                                                    | MS3                                         |
| <b>Competencies</b>                   |                                                                                                                                                            |                                             |
| C1                                    | Demonstrate effective communication strategies for building and sustaining professional relationships with patients, health care providers, and marketers. | MC2                                         |
| C2                                    | Demonstrate commitment to professional and personal development through regular self-assessment and goal setting.                                          | 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) |
|----------------------------------------|---------------------------|------------------|----------------------------------------|-------------------------------------------|
| First Exam                             | 0                         | 0                | %20                                    | 0                                         |
| Second / Midterm Exam                  | %30                       | 30%              | %20                                    | 30%                                       |
| Participation / Practical Applications | 0                         | 0                | 10                                     | 30%                                       |
| Asynchronous Interactive Activities    | %30                       | 30%              | 0                                      | 0                                         |
| Final Exam                             | %40                       | 40%              | %50                                    | 40%                                       |

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**Note:** Asynchronous interactive activities are activities, tasks, projects, assignments, research, studies, projects, 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.

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

| Week       | Subject                                                                 | Learning Style* | Reference **                                         |
|------------|-------------------------------------------------------------------------|-----------------|------------------------------------------------------|
| 1          | L1-Introduction to the pharma industry & the healthcare system          | F2F             | Mondher Toumi                                        |
| 2          | L2-Consumer behavior and decision-making process                        | F2F             | Dimitris Dogramatzis; Smith                          |
| 3          | L3- Regulatory insights (brand vs generic, CEM vs biologics) (part 1)   | F2F             | Min Ding, Jehoshua Eliashberg, and Stefan Stremersch |
| 4          | L4- Regulatory insights (brand vs generic, CEM vs biologics) (part 2)   | F2F             | Min Ding, Jehoshua Eliashberg, and Stefan Stremersch |
| 5          | L5- Pharmaceutical product life cycle                                   | F2F             | Min Ding, Jehoshua Eliashberg, and Stefan Stremersch |
| 6          | L6- Marketing Mix the 6 Ps (1)                                          | F2F             | Maryville University                                 |
| 7          | L7- Marketing Mix the 6 Ps (2)                                          | F2F             | Maryville University                                 |
| 8          | L8- Segmentation, Targeting, Positioning, Competitive strategies        | F2F             | Dimitris Dogramatzis                                 |
| 9          | L9-The successful launch and diffusion of new therapies                 | F2F             | Min Ding, Jehoshua Eliashberg, and Stefan Stremersch |
| 10         | L10- Pricing strategies                                                 | F2F             | Smith                                                |
| 11         | L11- Market research                                                    | F2F             | Smith                                                |
| 12         | L12- Pharmaceutical marketing in the digital age                        | F2F             | Dnyaneshwarivedpathak                                |
| 13         | L13- Ethical considerations and corporate social responsibilities (CSR) | F2F             | Mahalakshmi S                                        |
| 14         | L14- Emotional intelligence                                             | F2F             | Mental Health America. workplace                     |
| 15         | L15-Leadership in Pharmaceutical care                                   | F2F             | Ravindra Warang                                      |
| 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    | Reading:<br>Understanding<br>Pharmaceutical<br>Marketing: Navigating<br>the Complex Landscape<br>of Healthcare<br>Promotion | <a href="https://shorturl.at/06Jc4">https://shorturl.at/06Jc4</a>                                     | MK3              |
| 2    | Video: Importance of<br>Consumer Behaviour :<br>Understanding the                                                           | <a href="https://www.youtube.com/watch?v=s-t-PqOaX1E">https://www.youtube.com/watch?v=s-t-PqOaX1E</a> | MS1              |

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|----|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
|    | Buying Mind                                                                                    |                                                                                                                                                                                                                       |               |
| 3  | Reading: Brand vs Generic according to the FDA                                                 | <a href="https://www.fda.gov/drugs/frequently-asked-questions-popular-topics/generic-drugs-questions-answers">https://www.fda.gov/drugs/frequently-asked-questions-popular-topics/generic-drugs-questions-answers</a> | MK3           |
| 4  | Reading: The Complete Guide to Pharma Product Lifecycle: From Discovery to Market Success      | <a href="https://shorturl.at/RpYPS">https://shorturl.at/RpYPS</a>                                                                                                                                                     | MS2           |
| 5  | Quiz                                                                                           | Lectures 1-4                                                                                                                                                                                                          |               |
| 6  | Video: Marketing Segmentation, Targeting, and Positioning                                      | <a href="https://www.youtube.com/watch?v=K400f3nvtrI">https://www.youtube.com/watch?v=K400f3nvtrI</a>                                                                                                                 | MS2, MC2      |
| 7  | Video: Pharmaceutical Product Life Cycle Management Strategies                                 | <a href="https://www.youtube.com/watch?v=4m66uajU_Jg">https://www.youtube.com/watch?v=4m66uajU_Jg</a>                                                                                                                 | MS2, MC2      |
| 8  | Reading: Decoding Drug Pricing Models: A Strategic Guide to Market Domination                  | <a href="https://shorturl.at/qwg4P">https://shorturl.at/qwg4P</a>                                                                                                                                                     | MS1, MS2, MS3 |
| 9  | Video: Daniel Goleman: The 4 domains of emotional intelligence   Daniel Goleman for Big Think+ | <a href="https://www.youtube.com/watch?v=erfgEHHfFkU">https://www.youtube.com/watch?v=erfgEHHfFkU</a>                                                                                                                 | MS3, MC3      |
| 10 | Quiz                                                                                           | All lectures                                                                                                                                                                                                          |               |