



كلية الصيدلة جامعة الزيتونة الأردنية
Faculty of Pharmacy
Al-Zaytoonah University of Jordan

" نحو تعليم صيدلاني متميز "
Toward Excellence in Pharmaceutical
Education

جامعة الزيتونة الأردنية
Al-Zaytoonah University of Jordan
كلية الصيدلة
Faculty of Pharmacy



" Tradition and Quality "

Detailed Course Description - Course Plan Development and Updating Procedures/ Pharmacy Department	QF02/0408-3.0E
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Faculty	Pharmacy	Department	Clinical pharmacy
Course number	0201543	Course title	Pharmaceutical Marketing
Number of credit hours	2	Pre-requisite/co-requisite	

Brief course description

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.

Course goals and learning outcomes	
Goal 1	The student will Learn the principles of pharmaceutical marketing
Learning outcomes	1.1 Students should be able to apply basic marketing principles to the process of bringing pharmaceutical products to the market 1.2 Students should be able to participate fluently in a discussion of an issue related to pharmaceutical marketing. 1.3 Students should be able to evaluate their own interest in pursuing a career in the pharmaceutical or a related health care entity
Textbook	1-Pharmaceutical Marketing, by Brent L. Rollins and Matthew Perri
Supplementary references	See above

Course timeline

Week	Number of hours	Course topics	Pages (textbook)	Notes
01	1 1	Marketing Principles & Process	1	
02	1 1	Pharmaceutical Marketing & the Industry Environment	2	
03	1 1	Products in the Pharmaceutical Industry: Trends, Identification,	3	



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		Approval, and Monitoring		
04	1 1	Pharmaceuticals & Pricing	4	
05	1 1	Place – The Pharmaceutical Industry Supply Chain	5	
06	1 1	Promotional Marketing Activities & Practices	6	
07	1 1	Medical Affairs	7	
08	1 1	Regulatory Affairs	8	
09	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	

Theoretical course evaluation methods and weight	First exam 25% Second exam 25% Final exam 50%	Practical (clinical) course evaluation methods	Semester students' work = 50% (Reports, research, quizzes, etc.) Final exam = 50%
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Approved by head of department		Date of approval	
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Extra information (to be updated every semester by corresponding faculty member)

Name of teacher	Walid AlQerem	Office Number	222
Phone number (extension)	291	Email	waleed.qirim@zug.edu.jo
Office hours			