



<b>Faculty: Pharmacy</b>	
<b>Department: Clinical Pharmacy</b>	<b>Program: Pharmacy</b>
<b>Semester: Second</b>	<b>Academic year: 2022/2023</b>

## Course Plan

### First: Course Information

<i>Course Name:</i>	<b>Pharmaceutical Marketing and Promotion (1101529)</b>	<i>Credit Hours: 2 hours</i>
<i>Prerequisite:</i> <b>OTC (1101435)</b>	<i>Class Number: 1</i>	<i>Lecture Time: Mon, Wed (2-3) pm</i>
<i>Course Nature:</i>	<input type="checkbox"/> <i>Mandatory Faculty Requirement</i> <input type="checkbox"/> <i>Optional University Requirement</i> <input type="checkbox"/> <i>Mandatory University Requirement</i> <input type="checkbox"/> <i>Faculty Requirement</i> <input type="checkbox"/> <i>Ancillary Course</i> <input type="checkbox"/> <i>Optional Specialty Requirement</i> <input checked="" type="checkbox"/> <i>Mandatory Specialization requirement</i>	
<i>Type of Education:</i>	<input checked="" type="checkbox"/> <b>Fully Direct (Fully Face-to-Face Education)</b> <input type="checkbox"/> <b>Integrated Education (2 Face-to-Face + 1 Asynchronous)</b> <input type="checkbox"/> <b>Electronic Education Fully (1 Asynchronous + 2 Synchronous)</b>	

### Second: Instructor's Information

<i>Name: Dr. Mohammed Abu Assab</i>	<i>Academic Rank: Assistant Professor</i>	
<i>Email: mabuassab@zu.edu.jo</i>	<i>Phone Number: 1550</i>	<i>Email: mabuassab@zu.edu.jo</i>
<i>Office Hours:</i>	Sunday, Tuesday, and Thursday: 11-12 pm, 2-3 pm.	

### Third: Short Description of the Course

This course covers the essential principles of marketing and marketing management and their applications in pharmaceutical organizations where profitable exchange & communication processes are vital to make effective & affordable pharmaceutical products & services available to healthcare systems & society. These applications are also essential to influence the pharmaceutical business environment.

## Fourth: Learning Outcomes

<i>Level descriptor according to (JNQF)</i>	<i>CILOs Code</i>	<i>CILOs</i> If any CLO will not be assessed in the course, mark NA.	<i>Associated PILOs Code</i> Choose one PILO for each CILO*	<i>Assessment method</i> Choose at least two methods	<i>Scores out of 100</i> State the total score identified for each CILO	<i>Minimum acceptable Score/percentage (%)</i> <i>The percentage should not be less than 50% **</i>
<b>Knowledge</b>	<b>K1</b>	Understand marketing and marketing core concepts and how they apply to Pharmaceutical products and services.	<b>P. K1</b>	Mid Exam	21	24 (50%)
				Final Exam	25	
	<b>K2</b>	Comprehend pharmaceutical business environments and the dynamic challenges facing pharmaceutical marketing managers. Know the basics of customer, market & competitor research.		HW	2	
<b>Skills</b>	<b>S1</b>	Use pharmaceutical marketing tools to solve problems and aid accountable, ethical, and professional decision-making.	<b>P. S1</b>	Mid Exam	0	3 (50%)
				Final Exam	4	
				Home Works	2	
	<b>S2</b>	Performing SWOT, Value chain, and Portfolio analysis tools. Convert pharmaceutical products' features into benefits.	<b>P. S2</b>	Mid Exam	9	10.5 (50%)
			Final Exam	10		
				Home Works	2	
	<b>S3</b>	NA	<b>NA</b>	NA	NA	NA
	<b>S4</b>	Analyze strategic factors affecting pharmaceutical marketing strategy.	<b>P. S3</b>	Mid Exam	5	6.5 (50%)
				Final Exam	6	
				Home works	2	

<b>Competencies</b>	<b>C1</b>	Formulate a hypothetical marketing plan for a pharmaceutical product.	<b>P.C3</b>	Mid Exam Final Exam Home works	0 1 1	1 (50%)
	<b>C2</b>	NA	<b>NA</b>	NA	NA	NA
	<b>C3</b>	Enhance effective communication skills in the field of marketing.	<b>P.C1</b>	Final Exam Home works	1 2	1.5 (50%)
	<b>C4</b>	Fostering teamwork and leadership skills and empowering other team members to accomplish the assigned work.	<b>P.C4</b>	Final Exam  Home works	1  2	1.5 (50%)
	<b>C5</b>	Keep interprofessional integrity, shared values, and ethical conduct.	<b>P.C2</b>	Mid Exam  Home Works	1  1	1 (50%)

\*For each CILO, the PILO could be the same or different

\*\*80% of the students must achieve the minimal acceptable percentage or higher for each CILO

## Fifth: Learning Source

<b>Designated Textbook:</b>	Pharmaceutical Marketing	
<b>Author:</b> Brent L. Rollins, and Matthew Perri,	<b>Print:</b> 1 <sup>st</sup> edition	<b>Year:</b> 2014
<b>Additional Sources:</b> <b>Website</b>	<ul style="list-style-type: none"> <li>Principles of marketing, by: 'Kotler and Armstrong, 16<sup>th</sup> edition, 2016.</li> <li>Marketing for Pharmacists by: David A. Holdford, 1<sup>st</sup> edition.</li> </ul>	
<b>Teaching Type:</b>	<b>Classroom</b> <input checked="" type="checkbox"/> <b>Laboratory</b> <input type="checkbox"/> <b>Workshop</b> <input type="checkbox"/> <b>MS Teams</b> <input checked="" type="checkbox"/> <b>Moodle</b> <input checked="" type="checkbox"/>	

## Sixth: Course Structure

Lecture Date	Learning Outcome (Covered CILOs)	Topics	*Learning Procedures	***Teaching Methods	***References
6/3	-----	Outline explanation	Direct	Lecture	Course outline
8/3	K1-3 S1-4 C1-5	Introduction to marketing Part 1	Direct	Lecture	Textbook Chapter 1 Pages 1-7 Supplem.Chapter 1 Pages 2-15
13/3	K1-3 S1-4 C1-5	Introduction to marketing Part 2	Direct	Lecture	Textbook Chapter 1 Pages 8-11 Supplem.Chapter 1 Pages 16-33
15/3	K1-3 S1-4 C1-5	The marketing environment of pharmaceuticals Part 1	Direct	Lecture	Chapter 1 Textbook Pages 11-16 Supplem.Chapter 5 Pages 150-170
20/3	K1-3 S1-4 C1-5	The marketing environment of pharmaceuticals Part 2	Direct	Lecture	Textbook Chapter 1 Pages 17-18 Supplem.Chapter 5 Pages 171-181
22/3	K1-3 S1-4 C1-5	Marketing Strategic planning in pharmaceutical firms Part 1	Direct	Lecture	Textbook Chapter 1 Pages 19-21 Supplem.Chapter 3 Pages 70-90
27/3	K1-3 S1-4 C1-5	Marketing Strategic planning in pharmaceutical firms Part 2	Direct	Lecture	Textbook Chapter 1 Pages 22-24 Supplem. Chapter 3 Pages 91-113
29/3	K1-3 S1-4 C1-5	Marketing Management in pharmaceutical firms Part 1	Direct	Lecture	Supplem.Chapter 2 Pages 34-50
3/4	K1-3 S1-4 C1-5	Marketing Management in pharmaceutical firms Part 2	Direct	Lecture	Supplem.Chapter 2 Pages 51-69

5/4	K1-3 S1-4 C1-5	Pharmaceutical products and services Part 1	Direct	Lecture	Textbook Chapter 2 Pages 28-33
10/4	K1-3 S1-4 C1-5	Pharmaceutical products and services Part 2	Direct	Lecture	Textbook Chapter 2 Pages 34-40
12/4	K1-3 S1-4 C1-5	Promotion of pharma products and services Part 1	Direct	Lecture	Textbook Chapter 2 Pages 41-45
17/4	K1-3 S1-4 C1-5	Promotion of pharma products and services Part 2	Direct	Lecture	Supplem.Chapter 12 Pages 420-439
19/4	K1-3 S1-4 C1-5	Promotion of pharma products and services Part 3	Direct	Lecture	Supplem.Chapter 12 Pages 440-460
26/4	K1-3 S1-4 C1-5	Pharmaceutical product development Part 1	Direct	Lecture	Supplem.Chapter 14 Pages 500-529
3/5	K1-3 S1-4 C1-5	Pharmaceutical product development Part 2	Direct	Lecture	Supplem.Chapter 14 Pages 530-551
8/5	K1-3 S1-4 C1-5	Pharmaceutical Marketing in the digital world Part 1	Direct	Lecture	Supplem.Chapter 4 Pages 114-126
10/5	K1-3 S1-4 C1-5	Pharmaceutical Marketing in the digital world Part 2	Direct	Lecture	Supplem Chapter 4 Pages 127-148
15/5	K1-3 S1-4 C1-5	Designing pharmacy services Part 1	Direct	Lecture	Supplem Chapter 20 Pages 756-782
17/5	K1-3 S1-4 C1-5	Designing pharmacy services Part 2	Direct	Lecture	Supplem Chapter 20 Pages 783-792
22/5	K1-3 S1-4 C1-5	Consumer evaluation of pharmacy services P 1	Direct	Lecture	Supplem Chapter 17 Pages 628-645
24/5	K1-3, S1-4, C1-5	Consumer evaluation of pharmacy services P 2	Direct	Lecture	Supplem Chapter 17 Pages 646-652
29/5	K1-3, S1-4, C1-5	Consumer evaluation of pharmacy services P 3	Direct	Lecture	Supplem Chapter 17 Pages 653-661
31/5	K1-3, S1-4, C1-5	Pharma. Marketing Project	Direct	Lecture	Project
5/6	K1-3, S1-4, C1-5	Pharma. Marketing Project	Direct	Lecture	Project
7/6	K1-3, S1-4, C1-5	Pharma. Marketing Project	Direct	Lecture	Project
11/6	<b>Final Exams</b>				

Education procedures: (Direct, synchronous, asynchronous). \*\* Teaching methods: Lecture, video.....). \*\* Reference: Pages of the book, recorded lecture, video....)

## Seventh: Assessment methods

Methods	Fully Electronic Education	Integrated Teaching	Direct Teaching	Specific Course Output to be measured												
				*State the score identified for each CILO for each method of assessment out of 100 **If any CILO will not be assessed in the course, mark NA.												
				K1	K2		S1	S2	S3	S4	C1	C2	C3	C4	C5	
First Exam																
Second Exam																
Mid-term Exam			■	21	0		0	9	NA	5	0	NA	0	0	0	
Participation																
Asynchronous Meetings																
Quizzes																
Home works			■	2	1		2	2	NA	2	1	NA	2	2	1	
Final Exam			■	25	1		4	10	NA	6	1	NA	1	1	1	
<b>Total out of 100</b>				<b>50</b>			<b>40</b>				<b>10</b>					


## **Eighth: Course Polices**

- Meeting the deadline for the lecture.
- Commitment to interaction and participation.
- Interactive lectures will be given through a platform (MS Teams).
- Duties and tests will be given through a platform (Moodle).
- Commitment to the right appearance in front of the camera with the proper background.
- University regulations for attendance and absence from lectures and examinations are in force.
- Academic Integrity: Fraud or moral impersonation are unacceptable and are punishable according to university regulations and instructions.

<b>Approval</b>	<b>Name</b>	<b>Date</b>	<b>Signature</b>
<b>Head of Department</b>			
<b>Faculty Dean</b>			

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Approval	Name	Date	Signature
Head of Department	Dr. Hamza Alhamad	01-03-2023	
Faculty Dean	Dr. Ahlam Z. Al-Kilani	01-03-2023	