

Republic of Yemen
Ministry of Higher Education & Scientific Research
21 September University for Medicals and Applied Sciences



Faculty of Clinical Pharmacy

Bachelor of Clinical Pharmacy & Pharm. D.

Course Specification of **Pharmaceutical Marketing & Drug Promotion**

Course No. (02.02.235)

2022

Prepared by:
Prof. Ali Alkaf

Reviewed by:

Head of the Department:

Dr. -----

Vice Dean for Quality Affairs

Dr. Abdulelah Thabet

Dean of College:

Dr. Ali Alyahawi

I. Course Identification and General Information:

1	Course Title:	Pharmaceutical Marketing & Drug Promotion			
2	Course Code & Number:	02.02.235			
3	Credit hours:	C.H			
		Th.	Seminar	Pr	Tr.
		2	-	-	-
4	Study level/ semester at which this course is offered:	5 th Level / 1 st Semester			
5	Pre –requisite (if any):	-			
6	Co –requisite (if any):	-			
7	Program (s) in which the course is offered:	Bachelor of Clinical Pharmacy & Pharm. D.			
8	Language of teaching the course:	English			
9	Study System	Credit Hour System			
10	Mode of delivery:	Regular			
11	Location of teaching the course:	Faculty of Clinical Pharmacy			
12	Prepared By:	Prof. Ali Alkaf			
13	Date of Approval	2022			

II. Course Description:

This course aims to provide pharmacy students the concepts of marketing and their applications in a pharmaceutical context. The course is composed of marketing concepts which the students are to fully understand. The course is designed to teach pharmacy students the principles of marketing and their applications in a pharmaceutical context, students are expected to apply the studied concepts over a major presentation.

III. Course Intended learning outcomes (CILOs) of the course

Referenced PILOs

A. Knowledge and Understanding: Upon successful completion of the course, students will be able to:

a.1	Define the marketing principles and their applications in a pharmaceutical context.	A4
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a.2	Describe marketing strategy concepts, marketing plan stages and preparing.	A4
B. Intellectual Skills: Upon successful completion of the course, students will be able to:		
b.1	Properly make a basic market research using the proper principles of marketing.	B3, B5
b.2	Properly differentiate the 4 marketing strategy steps and the 4 P's development within a pharmaceutical market.	B3, B5
C. Professional and Practical Skills: Upon successful completion of the course, students will be able to:		
c.1	Perform market segmentation, targeting. And understanding positioning	C1, C3
c.2	Perform a role play to different kinds of doctors and prepare a marketing plan for a predetermined pharmaceutical products.	C3
D. Transferable Skills: Upon successful completion of the course, students will be able to:		
d.1	Share effectively and ethically with his/her healthcare colleagues, patients, teamwork and community.	D1

(A) Alignment Course Intended Learning Outcomes of Knowledge and Understanding to Teaching Strategies and Assessment Strategies:

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
a1- Define all major marketing principles and their applications in a pharmaceutical context	- Lectures - Class and group discussion - Seminar - Office hours - Self-learning	- Exams - Assignment - Quiz
a2- Describe marketing strategy concepts, marketing plan stages and preparing.	- Lectures - Class and group discussion - Seminar - Office hours - Self-learning - Role plays	- Exams - Assignment - Quiz

(B) Alignment Course Intended Learning Outcomes of Intellectual Skills to Teaching Strategies

Prepared by: Prof. Ali Alkaf Reviewed by: Dr. ----- Head of the Department: Dr. Abdulelah Thabet Vice Dean for Quality Affairs: Dr. Ali Alyahawi Dean of College:

and Assessment Strategies:

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
b1- Properly make a basic market research using the proper principles of marketing.	- Lectures - Class and group discussion - Seminar - Office hours - Self-learning - Role plays	- Exams - Assignment - Quiz
b2- Properly differentiate the 4 marketing strategy steps and the 4 P's development within a pharmaceutical market.	- Lectures - Class and group discussion - Seminar - Office hours - Self-learning - Role plays	- Exams - Assignment - Quiz

(C) Alignment Course Intended Learning Outcomes of Professional and Practical Skills to Teaching Strategies and Assessment Strategies:

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
C1- Perform market segmentation, targeting, and understanding positioning	- Lectures - Class and group discussion - Seminar - Self-learning - Role plays	- Exams - Assignment - Quiz
C2- Perform a role play to different kinds of doctors and prepare a marketing plan for a predetermined pharmaceutical products.	- Lectures - Class and group discussion - Seminar - Self-learning - Role plays	- Exams - Assignment - Quiz

(D) Alignment Course Intended Learning Outcomes of Transferable Skills to Teaching Strategies and Assessment Strategies:

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
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d1- Share effectively and ethically with his/her healthcare colleagues, patients, teamwork and community.

- Class and group discussion
- Seminar
- Role plays

- Oral Presentation
- Discussion

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IV. Course Content:

A – Theoretical Aspect:

Order	Units/Topics List	Learning Outcomes	Sub Topics List	Number of Weeks	contact hours
1	The principles of marketing and their applications in a pharmaceutical context	a 1, a2, b1, b2, c1, c2, d1	- What is marketing? - What are 1. Needs, wants and demand 2. Demand curves	1	2
			- Marketing concepts: 1. The production concept 2. The product concept 3. The selling concept 4. The marketing concept 5. The societal marketing concept	1	2
			- The holistic marketing concept. - Marketing Mix: • Product concept and Product life cycle • Distribution channels (place) • Pricing • Promotional mix	2	4
			- STP: • Segmentation • Targeting • Positioning	1	2
			- Consumer behavior and buyer decision process - Personal selling - Importance of marketing in pharmacy	1	2
			- Marketing model - Marketing strategy	1	2
2	Midterm Exam	a 1, a2, b1, b2, c1, c2		1	2

3	The marketing plan for pharmaceutical products and the advanced selling skills needed in pharmaceutical marketing	a 1, a2, b1, b2, c1, c2, d1	- Marketing plans - How to prepare a marketing plan for pharmaceutical products	2	4
			- Marketing positioning of pharmaceutical products	1	2
			- Applications of marketing plans in Yemen pharmaceutical market	1	2
			- Communication process and two-way communication in detailing	1	2
			Sales call steps and its applications in Yemen	1	2
			- Role plays	1	2
			4	Final Exam	a 1, a2, b1, b2, c1, c2
Number of Weeks /and Units Per Semester				16	32

B - Practical Aspect: (if any)

Order	Tasks/ Experiments	Number of Weeks	contact hours	Learning Outcomes
1	N/A			
Number of Weeks /and Units Per Semester				

V. Teaching strategies of the course:

- Lectures
- Class and group discussion
- Assignment
- Seminar
- Office hours
- Self-learning
- Role Plays

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VI. Assignments:

No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	Assignment 1	a 1, a 2, b1, b 2, c1,c2, d 1	3rd	5
2	Assignment 2	a 1, a 2, b1, b 2, c1,c2, d 1	6th	5
3	Assignment 3	a 1, a 2, b1, b 2, c1,c2, d 1	9th	5
4	Assignment 4	a 1, a 2, b1, b 2, c1,c2, d 1	12th	5
Total				20

VII. Schedule of Assessment Tasks:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	CILOs
1	Assignments	3th, 6th, 9th and 12th	20	20%	a1, a2, b1, b2,c1,c2, d1
2	Midterm Exam	Week 8	10	10%	a 1, a 2, b1, b 2,c1,c2, d1
3	Final Exam	Week 16	70	70%	a 1, a 2, b1, b 2,c1,c2, d1
4	Total		100	100%	

VIII. Learning Resources:

- Written in the following order: (Author - Year of publication - Title - Edition - Place of publication - Publisher).

1- Required Textbook(s) (maximum two).

- Clinical Chemistry. 5th edition, Marshall W.J., 2004. (ISBN 978-0723434559)
- Textbook of Biochemistry with Clinical Correlations. T.M. Devlin Editor, Wiley-Liss, John Wiley & Sons, Inc. 7th Edition 2010 (ISBN 879 - 0 - 070 - 20106 - 0)

2- Essential References.

- An Illustrated Colour Text in Clinical Biochemistry 3rd edition, Gaw A et al. (ISBN 04430726970)
- Tietz Fundamental of Clinical Chemistry. 5th edition, edited by Burtis C.A. and Ashwood 2001. (ISBN 9780721601892)
- Clinical Chemistry in Diagnosis and Treatment. 6th edition, Mayne P.D., 1998 (ISBN 0340576472)

3- Electronic Materials and Web Sites etc.

Nil

IX. Course Policies: (Based on the Uniform Students' Bylaw (2007))

1 Class Attendance:

Prepared by:
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Reviewed by:

Head of the Department:

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Vice Dean for Quality Affairs

Dr. Abdulelah Thabet

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	Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes.
2	Tardiness: A student will be considered late if he/she is not in class after 10 minutes of the start time of class.
3	Exam Attendance/Punctuality: No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not leave the hall before half of the exam time has passed.
4	Assignments & Projects: Assignments and projects must be submitted on time. Students who delay their assignments or projects shall lose the mark allocated for the same.
5	Cheating: Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the penalties stipulated for in the Uniform Students' Bylaw (2007) shall apply.
6	Forgery and Impersonation: Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the penalties stipulated for in the Uniform Students' Bylaw (2007) shall apply.
7	Other policies: The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration.

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2022/2023

I. - Information about Faculty Member Responsible for the Course:

Name of Faculty Member	Dr. Ali Alyahawi	Office Hours					
Location & Telephone No.	775957401	SAT	SUN	MON	TUE	WED	THU
E-mail	alyahawipharm@yahoo.com						

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2	Course Code & Number:	02.02.235				
3	Credit hours:	C.H				TOTAL
		Th.	Seminar	Pr	Tr.	
		2	-	-	-	2
4	Study level/ semester at which this course is offered:	5 th Level / 1 st Semester				
5	Pre –requisite (if any):	-				
6	Co –requisite (if any):	-				
7	Program (s) in which the course is offered:	Bachelor of Clinical Pharmacy & Pharm. D.				
8	Language of teaching the course:	English				
9	Study System	Credit Hour System				
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X. Course Description:

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XI. Course Intended learning outcomes (CILOs) of the course		Referenced PILOs
A. Knowledge and Understanding: Upon successful completion of the course, students will be able to:		
a.1	Define the marketing principles and their applications in a pharmaceutical context.	A4
a.2	Describe marketing strategy concepts, marketing plan stages and preparing.	A4
B. Intellectual Skills: Upon successful completion of the course, students will be able to:		
b.1	Properly make a basic market research using the proper principles of marketing.	B3, B5
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XII. Course Content:

A – Theoretical Aspect:

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			- STP: • Segmentation • Targeting • Positioning	1	2
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			- Marketing model - Marketing strategy	1	2
2	Midterm Exam	a 1, a2, b1, b2, c1, c2		1	2
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	skills needed in pharmaceutical marketing		- Marketing positioning of pharmaceutical products	1	2
			- Applications of marketing plans in Yemen pharmaceutical market	1	2
			- Communication process and two-way communication in detailing	1	2
			Sales call steps and its applications in Yemen	1	2
			- Role plays	1	2
4	Final Exam	a 1, a2, b1, b2, c1, c2		1	2
Number of Weeks /and Units Per Semester				16	32

B - Practical Aspect: (if any)				
Order	Tasks/ Experiments	Number of Weeks	contact hours	Learning Outcomes
1	N/A			
Number of Weeks /and Units Per Semester				

XIII. Teaching strategies of the course:

- Lectures
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