The Hashemite University **الجامعـــــــة الهاشميـــــــــة**

Faculty of Pharmaceutical Sciences **كلية العلوم الصيدلانية**

Syllabus: Pharmaceutical Management and Marketing

(131702473)

Second Semester 202.. /202..

COURSE INFORMATION	
Course Name: Pharmaceutical Management and Marketing **Learning Method: Hybrid (Face-to-face and Electronic Methods)** **Semester:** 2nd **Department:** Clinical Pharmacy and Pharmacy Practice **Faculty:** Pharmaceutical Sciences	**Course Code: 131702473** **Section:** **Core Curriculum**: 2019 Study plan **JNQF**: 7
Day(s) and Time(s): Sunday – Tuesday: **Classroom: As per semester** **Date prepared: January 2020** **Date updated: February 2023**	**Credit Hours:** 3 **Prerequisites**: Pharmaceutical Care and communication skills (131702457)

COURSE DESCRIPTION

This course will focus on Management and Marketing pertaining to all healthcare systems and will encompass a broad range of topics including introduction to management theories, Self-management through Emotional Intelligence, and basic pharmaceutical marketing concepts. The student is expected to gain the needed skills for self-management as well as management of marketing and different management styles.

تم تصميم هذه المساق لتعريف الطلاب بنظريات وممارسات علوم الإدارة والتسويق في مهنة الصيدلة. الغرض من هذا المقرر الدراسي هو تزويد الطلاب بالمهارات اللازمة المتعلقة بإدارة منتجات وخدمات الرعاية الصحية. علاوة على ذلك ، ستركز هذه الدورة على المبادئ الأساسية لتسويق وبيع المنتجات الصيدلانية من خلال تزويد الطلاب بفهم واسع لسلوك المستهلكين ومقدمي الرعاية الصحية. سيتم منح الطلاب الفرصة لتطبيق النظريات ذات الصلة في قضايا التسويق العملية من خلال تشجيع الطلاب على لعب الأدوار التفاعلية و تقديم عمل مكتوب والتعاون مع الزملاء في المهام أو المشاريع المحددة.

ستركز هذه المادة على الإدارة والتسويق المتعلقين بجميع أنظمة الرعاية الصحية وستشمل مجموعة واسعة من الموضوعات بما في ذلك مقدمة لنظريات الإدارة ، والإدارة الذاتية من خلال الذكاء العاطفي ، ومفاهيم التسويق الصيدلانية الأساسية. من المتوقع أن يكتسب الطالب المهارات اللازمة للإدارة الذاتية وكذلك إدارة التسويق وأساليب الإدارة المختلفة

DELIVERY METHODS

The course will be delivered through a combination of active learning strategies. These will include:

- Lecture notes
- PowerPoint lectures and active classroom based discussion.
- Collaborative learning through small groups acting in an interdisciplinary context.
- Relevant films and documentaries
- Video lectures
- E-learning resources: e-reading assignments and practice quizzes through Model and Microsoft Team
- Reference Books
- Expert external visitors

FACULTY INFORMATION

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REFERENCES AND LEARNING RESOURCES

1	Reference 1 : Management Development Manual Developing Management Skills for the 21st Century (2018) by Randy Overton
2	Reference 2 : Emotional Intelligence: Why It Can Matter More Than IQ (2010) by Daniel Goleman
3	Reference 3: Pharmaceutical Marketing (2014) by Brent L. Rollins, Matthew Perri
4	Pharmaceutical Marketing A Complete Guide - 2021 Edition by The Art of Service - Pharmaceutical Marketing Publishing.
5	Pharmaceutical Marketing: Strategies and Best Practices August 2023, Publisher: Kindle Direct Publishing: Amazon ISBN: ISBN-13: 979-8850590819

COURSE OBJECTIVES

The following are the objectives of the present course:

1) Review basic communication skills that had been delivered in Prerequisites.
2) Explain main theories in management and its relationship with pharmaceutical management and marketing.
3) Train students on selected personal management skills such as Emotional intelligence and learning styles.
4) Establish professional and practical knowledge about pharmaceutical marketing (Plans, Promotion, People, Place, Product, Price).

COURSE INTENDED LEARNING OUTCOMES (CILOs)

A. Foundational Knowledge

''Learner (Learner) - Develop, integrate, and apply knowledge. ''

A.1) Understand basic concepts of Management, Self-Management -Emotional Intelligence, and marketing. .

B. Essentials for Practice and Care

''Patient-Customer centred care (Caregiver), Medication use systems management (Manager), Health and wellness (Promoter), Population-based care (Provider)''

B.1) Assess the purpose of management and its core functions.
B.2) Understand the elements of different management theories. Manager
B.3) Understand the human and task element in the level of success (Analysis of the Belbin roles): Caregiver
B.4) Determine how to understand success through application of Emotional Intelligence skills (Recognize and Regulate grid).
B.5) Discuss the roles of marketing analysis in the strategic planning (SOWT and PESTLE analysis). Promoter
B.6) Explain phases and life cycle of the products in marketing science (Product Life cycle). Provider

C. Approach to Practice and Care

''Being trained to be able to act as Educator, Advocate, Collaborator, Includer and Communicator''.

C.1) Understand how to implement the management styles at different situations (situation theory). Educator
C.2) Assess the methods judging personal and task orientation relationship. Advocate
C.3) Describe the evaluation process to patient segmentation. Collaborator
C.4) Get additional knowledge regards to self-management and interaction with others (Communicator)
C.5) Evaluate the promotional activities and pricing strategies. Includer

D. Personal and Professional Development

'' Transfer skills to enhance self-awareness, Leadership skills, Innovation, Professionalism''

D.1) Diagnosis of personal strength and for development regarding management skills (Self-awareness)
D.2) Practice the fulfilment of marketing evaluation. Leadership
D.3) Lead and design a professional and practical promotional cycle along with product life cycle. Professionalism'
D.4) Get familiar with the most recent innovation related to the digital and electronic management tips (Innovation).

ACADEMIC SUPPORT

It is The Hashemite University policy to provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their Instructor to ensure that their individual needs are met. The University through its Special Need section will exert all efforts to accommodate for individual's needs.

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COURSE REGULATIONS

Participation

Class participation and attendance are important elements of every student's learning experience at The Hashemite University, and the student is expected to attend all classes. A student should not miss more than 15% of the classes during a semester. *Those exceeding this limit of 15% will receive a failing grade regardless of their performance*. It is a student's responsibility to monitor the frequency of their own absences. **Attendance record begins on the first day of class irrespective of the period allotted to drop/add and late registration. It is a student's responsibility to sign-in; failure to do so will result in a non-attendance being recorded.**

In exceptional cases, the student, with the instructor's prior permission, could be exempted from attending a class provided that the number of such occasions does not exceed the limit allowed by the University. The instructor will determine the acceptability of an absence for being absent. A student who misses more than 25% of classes and has a valid excuse for being absent will be allowed to withdraw from the course.

Plagiarism

Plagiarism is considered a serious academic offence and can result in your work losing marks or being failed. HU expects its students to adopt and abide by the highest standards of conduct in their interaction with their professors, peers, and the wider University community. As such, a

student is expected not to engage in behaviours that compromise his/her own integrity as well as that of the Hashemite University.

Plagiarism includes the following examples and it applies to all student assignments or submitted work:

- **Use of the work, ideas, images or words of someone else without his/her permission or reference to them.**
- **Use of someone else's wording, name, phrase, sentence, paragraph or essay without using quotation marks.**
- **Misrepresentation of the sources that were used.**

The instructor has the right to fail the coursework or deduct marks where plagiarism is detected

Late or Missed Assignments

In all cases of assessment, students who fails to attend an exam, class project or deliver a presentation on the scheduled date without prior permission, and/or are unable to provide a medical note, will automatically receive a fail grade for this part of the assessment.

- Submitting a term paper on time is a key part of the assessment process. Students who fail to submit their work by the deadline specified will automatically receive a 10% penalty. Assignments handed in more than 24 hours late will receive a further 10% penalty. Each subsequent 24 hours will result in a further 10% penalty.
- In cases where a student misses an assessment on account of a medical reason or with prior permission; in line with University regulations an incomplete grade for the specific assessment will be awarded and an alternative assessment or extension can be arranged.

Cheating

Cheating, academic disconduct, fabrication and plagiarism will not be tolerated, and the university policy will be applied. Cheating policy: The participation, the commitment of cheating will lead to applying all following penalties together:

- Failing the subject, he/she cheated at
- Failing the other subjects taken in the same course
- Not allowed to register for the next semester
- The summer semester is not considered as a semester

Student Complaints Policy

Students at The Hashemite University have the right to pursue complaints related to faculty, staff, and other students. The nature of the complaints may be either academic or non-academic. For more information about the policy and processes related to this policy, you may refer to the students' handbook.

COURSE ASSESSMENT

Course Calendar and Assessment

Students will be graded through the following means of assessment and their final grade will be calculated from the forms of assessment as listed below with their grade weighting taken into account. The criteria for grading are listed at the end of the syllabus

Assessment	Grade Weighting	Deadline Assessment	CILOS
Exam 1	20%	1st exams period	A, B
Exam 2	20%	2nd Exams	C, D
Quizzes	10%	Before 1st exam	A,B
Homework– project	10%	Before Final exam	C,D
Final Exam (3)	40%	Add date/time	A,B,C,D

Description of Exams

Each exam is followed by two types of analysis: **Difficulty** and **Discrimination** coefficients.

Distribution of questions would be managed to target different levels of students: Basic, Acceptance, Good, Very good and Excellent.

Test questions will predominately come from material presented in the lectures.

Semester exams will be conducted during the regularly scheduled lecture period.

Exam will consist of a combination of multiple choice, short answer, match, true and false and/or descriptive questions.

Homework – Projects
Will be given when it is applicable. Factor as level of class interactions and number of students for each class will be considered.

Students are expected to work on chapter examples, self-tests and chapter problems. When possible group based project may be requested from students.

Quizzes: Will be given when it is applicable. Factor as level of class interactions and number of students for each class will be considered.

Unannounced quizzes will be given during or/and at the end of each chapter based upon the previous lectures. It will enforce students to be prepared to the class.

No make-up exams, homework or quizzes will be given. Only documented absences will be considered as per HU guidelines.

Grades are not negotiable and are awarded according to the following criteria*:

Letter Grade	Description	Grade Points
A+	Excellent	4.00
A		3.75
A-		3.50
B+	Very Good	3.25
B		3.00
B-		2.75
C+	Good	2.50
C		2.25
C-		2.00
D+	Pass	1.75
D	Pass	1.50
F	Fail	0.00
I	Incomplete	-

WEEKLY LECTURE SCHEDULE AND CONTENT DISTRIBUTION

"Lecture hours and weeks are approximate and may change as needed"

Topics	Topic Details	Reference No.	Chapter	Estimated no. of hours
A1 , D1	Accountable Behaviour			1
A1 D1-4	Leadership Pyramid Maxwell			**2**
B1	Introduction	Ref.1	1	1
B2	Classical approach	Ref.1	2	1
B2, B3	Management as Behavioural Science	Ref.1	2	1
B4	Modern and Comprehensive approaches to Management	Ref.1	2	1
B4	Basic Functions of Management	Ref.1	2	1
B5, C1	Sum up			1

C2	Learning Styles	Ref.2	1	1
B6	Emotional Intelligence 1	Ref.2	1	1
C2	Emotional Intelligence 2	Ref.2	2	1
D3	Emotional Intelligence 3	Ref.2	3	1
D1-2	Introduction to Pharmacutical Marketing	Ref.3	1	1
D3-4	Marketing Mix the 6 Ps (1)	Ref.3	10	1
C4	Marketing Mix the 6 Ps (2)	Ref.3	10	1
C5	Marketing Segmentation	Ref.3	5	1
A,C,D	Strategy Mass Vs Niche	Ref.3	5	1
A,C,D	STP model & quality grid	Ref.3	5	1
A,C,D	SWOT and PESTLE	Ref.3	1	1
A,C,D	Competitive strategy	Ref.3	5	1
A,C,D	Pricing strategies	Ref.3	6	1
A,C,D	Public relations	Ref.3	6	1