



Syllabus: Advanced Selling and Pharmaceutical Marketing (ASPM)

(131702583)

Second Semester 202.. /202..

| COURSE INFORMATION | |
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| Course Name: Advanced Selling and Pharmaceutical Marketing Learning Method: Hybrid (Face-to-face and Electronic Methods) Semester: 2 nd Department: Clinical Pharmacy and Pharmacy Practice Faculty: Pharmaceutical Sciences | Course Code 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: 131702473 Pharmaceutical Management and Marketing |
| COURSE DESCRIPTION | |
| <p>This course is preceded by the Introduction to Pharmaceutical Management and Marketing course. Students in this course will understand the advanced concepts of management and marketing, how they affect each other, and the importance of the planning process. Students will also understand managerial skills in marketing and other selling functions.</p> <p>This course will have an advanced analysis of pharmaceutical marketing companies' functions, the rule of the sales force, and the medical sales representative. Finally, students will receive a comprehensive assessment to evaluate how medical sales representative manage their areas and territories during their job.</p> | |
| DELIVERY METHODS | |
| <p>The course will be delivered through a combination of active learning strategies. These will include:</p> <ul style="list-style-type: none"> • 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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|--------------------------|--|
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REFERENCES AND LEARNING RESOURCES

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|---|---|
| 1 | Get, Set & Grow (Handbook for Medical Representative (2nd edition: 2000), by Viveck Mehrotra. New Delhi, India: New age International Publishers. ISBN: 81-224-1214-9. |
| 2 | Marketing Management (15th edition: 2016), by Kotler & Keller Edinburgh Gate, Harlow, Essex CB20 2JE, England: Pearson Education Limited ISBN10: 1-292-09262-9. |
| 3 | Consumer Behaviour (11th edition:2015), by Schiffman & Wisenblit Edinburgh Gate, Harlow, Essex CB20 2JE, England: Pearson Education Limited ISBN10: 0-273-78713-6t |
| 4 | Chand, Subhash & Gupta, Girish & Gera, Bhawna. (2008). Pharmaceutical Organization Structure and Functions. Proceedings of 1st Rashtreeya Yuva Vaigyanik Sammelan. |
| 5 | https://www.mercuriindia.com/dapa-the-power-of-customer-driven-goal-oriented-selling.php |
| 6 | http://www.changingminds.org/techniques/questioning/funnel_questions.html |

COURSE OBJECTIVES

The following are the objectives of the present course:

- 1) Review basic concepts related to pharmaceutical marketing and management.
- 2) Understand the advanced association between pharmaceutical marketing, management and selling process.

- 3) Be familiar with different departments and functions within international pharmaceutical companies.
- 4) Understand the functions and best performance for medical representatives.
- 5) Gain the needed skills to lead the process of selling to the segmented customer.
- 6) Being able to design and manage territory for medical representatives
- 7) Being able to advise pricing strategy and selling methodology based on customer type and level
- 8) To know some advanced techniques that can be used in both marketing and selling processes.

COURSE INTENDED LEARNING OUTCOMES (CILOs)

A. Foundational Knowledge

“Learner (Learner) - Develop, integrate, and apply knowledge. ”

A.1) Understand basic concepts of Selling skills and Marketing Skills

B. Essentials for Practice and Care

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

B.1) Assess the purpose of Organizational functions

B.2) Understand the Pharmaceutical Distribution Channels

B.3) Understand the Healthcare Sales Executive Job Profiling – (MR: Medical Representative)

B.4) Determine how to understand success through Marketing Mix, Selling processes and their elements

B.5) Discuss types of Promotional Aids used in the Pharmaceutical industry

B.6) Explain different types of customers and consumers based on their segmentation method.

C. Approach to Practice and Care

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

C.1) Understand the medical representative role in the promotion of pharmaceutical products

C.2) Assess the methods to handle a visual aid and how to provide samples

C.3) Describe the evaluation process to Vital 3 minutes and how to get the most out benefit of it and Role plays

C.4) Get additional knowledge regards to How to become a successful MR

C.5) Evaluate the Building rapport operations with customers and the steps in buying ladder

C.6) The science in Territory Management

D. Personal and Professional Development

“ Transfer skills to enhance self-awareness, Leadership skills, Innovation, Professionalism”

D.1) Apply and effectively use of the DAPA technique

D.2) Practice the implementation of Funnel technique

D.3) Lead and design practical pricing strategices

D.4) Get familiar with the most recent Market plans, and KPIs, forecasting and innovation related to Sales operations (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.

Tel: 00962-5-3903333 Extension: 4209

Location: Students Affairs Deanship/ Department of Student Welfare Services

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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 misconduct, 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% | 1 st exams period | A, B |
| Exam 2 | 20% | 2 nd Exams | C, D |
| Quizzes | 10% | Before 1 st 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 | Refreshment topics from (Introduction to Management and Marketing) | | 1 |
| A1 D1-4 | Pharmaceutical Companies Structure and functions | Ref.4 (1) | 2 |
| B3 | Healthcare Sales Executive Job Profiling – (MR) | Ref.1 (1) | 1 |
| B2 | Product Mix and its elements -Types of promotional aids used in pharmaceutical industry | Ref.2 (1) | 1 |
| B6, B2, B3 | Types of customers visited (Dr., Ph., Stockist, etc.) | Ref.1 (2) | 1 |
| C2 | -Detailing process -Handling visual aid and providing samples | Ref.1 (4) | 1 |
| B3 | Vital 3 minutes and Roleplays | Ref.3 (5) | 1 |
| C4 | How to become a successful MR | Ref.1 (2) | 1 |
| C5 | Building rapport with customer and buying ladder | Ref.1 (2) | 1 |

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| C6 | Planning for territory | Ref.1 (2) | 1 |
| C6 | Daily, Monthly Reports | Ref.1 (2) | 1 |
| C6 | Important mathematical formulas and calculations | Ref.1 (2) | 1 |
| C6 | Information System | Ref.1 (2) | 1 |
| D1, D2 | - DAPA Technique - Funnel Technique | Ref.5 Ref.6 | 1 |
| D3 | - DITF & FITD Techniques - pricing strategies | Ref.2 | 1 |
| D4 | AIDA principle and Guerrilla marketing | Ref.2 (19,20) | 1 |
| D4 | Market plan, KPI's and Forecasting Concepts | Ref.2 | 1 |