

Philadelphia University	 <b>PHILADELPHIA UNIVERSITY</b> <small>THE WAY TO THE FUTURE</small>	Approved Date:
Faculty: Pharmacy		Issue:1
Department: Pharmacy		Credit Hours: 3
Academic Year: 2021-2022		Course Syllabus

### Course Information

Course No.	Course Title	Prerequisite	
0525125400	Pharmaceutical Marketing	0521513	
Course Type		Class Time	Room No.
<input type="checkbox"/> University Requirement <input type="checkbox"/> Faculty Requirement <input checked="" type="checkbox"/> Major Requirement <input type="checkbox"/> Elective <input type="checkbox"/> Compulsory		<b>Sun, Tuesday</b> <b>12:45</b> <b>Mon, Wed</b> <b>11:15</b>	<b>602</b>

### Instructure Information

Name	Office No.	Phone No.	Office Hours	E-mail
Enas Abu-Qudais	529			<a href="mailto:eabugudais@philadelphia.edu.jo">eabugudais@philadelphia.edu.jo</a>

### Course Delivery Method

<input type="checkbox"/> Blended <input type="checkbox"/> Online <input checked="" type="checkbox"/> Physical			
Learning Model			
Percentage	Synchronous	Asynchronous	Physical
			%100

### Course Description

In the field of Pharmaceutical Marketing Principles, Environment, and Practice will be discussed.

From the history and development of marketing pharmaceuticals to channel systems, legal requirements, budgeting, and product placement, this comprehensive course will help students prepare for successful careers in this expanding field. This course is based on the premise that marketing follows certain principles and that pharmaceutical marketing is affected by a variety of environmental influences which lead to a rich array of marketing practices. These practices are presented to demonstrate how the successful application of marketing principles--with appropriate adaptation to environmental forces--can lead to success in the marketplace. The principles and practical application of vital elements of pharmaceutical marketing will be discussed, including: product pricing--with sections on trends, competition, reimbursement programs, public policy, and more research and development--including strategies relating to new products, product scope, positioning and repositioning, product elimination, diversification, and a fascinating case study about Ibuprofen promotion--rational and nonrational appeals, advertising prescription drugs to consumers, strategic choices among media types, budgeting, and more place factors, channel systems and physical distribution.



### Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes	Corresponding competencies
<b>Knowledge</b>			
<b>K1</b>	Define the main concepts in marketing and relating them to pharmaceutical marketing in terms of Environment of marketing, Product pricing, competition, product positioning, branding, distribution and promotion.	<b>kp3·Kp5</b>	<b>C3,C5</b>
<b>K2</b>	Gain the knowledge regarding the Jordanian pharmaceutical legal and legislative systems and how it applies to the Pharmaceutical Marketing	<b>Kp5</b>	<b>C5</b>
<b>K3</b>	Gain Knowledge on different Marketing strategies	<b>Kp5</b>	<b>C5</b>
<b>Skills</b>			
<b>S1</b>	Select and design of appropriate marketing strategy for different pharmaceutical products	<b>Sp2</b>	<b>C8</b>
<b>S2</b>	Compare between the various ways of promoting drugs	<b>SP3</b>	<b>C9</b>
<b>S3</b>	Interpret relevant graphs in order to assess the product and the company's position	<b>Sp2</b>	<b>C8</b>
<b>S4</b>	Be able to communicate with the parties involved in pharmaceutical marketing .	<b>Sp6</b>	<b>C12</b>
<b>S5</b>	Interpret and analyze case studies related to various aspects of Pharmaceutical Marketing	<b>Sp2</b>	<b>C8</b>

### Learning Resources

<b>Course Textbook</b>	Pharmaceutical Marketing. Brent L. Rollins, Matthew Perri , Pub: Jones & Bartlett Publishers, 2013
<b>Supporting References</b>	Principles and practice of Marketing.Edit: David Jobber. Pub:McGraw-Hill 2010
<b>Supporting Websites</b>	
<b>Teaching Environment</b>	<input checked="" type="checkbox"/> Classroom <input type="checkbox"/> laboratory <input type="checkbox"/> Learning Platform <input type="checkbox"/> Other

## Meetings and Subjects Time Table

Week	Topic	Learning Method*	Task	Learning Material
1	Vision and mission of faculty of pharmacy  Course syllabus  Pharmaceutical Marketing: <ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Definition</li> <li>▪ Evolution of marketing</li> <li>▪ Marketing concept: needs, wants, demand</li> </ul>	Lecture		Vision and mission of faculty of pharmacy  Course syllabus  <b>Book chapter one</b>
2	Pharmaceutical marketing environments: <ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Internal environment</li> <li>▪ Microenvironment</li> <li>▪ Elements</li> <li>▪ Segmentation</li> </ul>	Lecture		<b>Book chapter 2</b>
3	<ul style="list-style-type: none"> <li>▪ Macroenvironment</li> <li>▪ Social environment</li> <li>▪ Economic environment</li> <li>▪ Ethical environment</li> <li>▪ Political environment</li> <li>▪ Legal environment</li> <li>▪ Technical environment</li> </ul>	Lecture+Flipped learning		<b>Book chapter 2</b>
4	<ul style="list-style-type: none"> <li>▪ The competitive environment</li> <li>▪ Porter's five-factor analysis</li> <li>▪ Value chain</li> <li>▪ SWOT analysis</li> </ul>	Lecture	In class assignment	<b>Lecture slides</b>
5	Product: <ul style="list-style-type: none"> <li>▪ Product portfolio</li> <li>▪ Branding</li> <li>▪ Positioning</li> <li>▪</li> </ul>	Lecture+video		<b>Book chapter 3</b>
6	<ul style="list-style-type: none"> <li>▪ Product life cycle</li> <li>▪ Ansoff matrix</li> </ul>	Lecture		<b>Book Chapter 3</b>
7	Price: <ul style="list-style-type: none"> <li>▪ Price decision</li> <li>▪ Demand curve</li> <li>▪ Pricing approaches</li> <li>▪ Competition pricing</li> </ul> Pricing in Jordan approaches ○	Lecture		<b>Book chapter 4</b>

<b>8</b>	Place <ul style="list-style-type: none"> <li>▪ Distribution Channel systems</li> <li>▪ Place factors</li> <li>▪ Service distribution channel</li> <li>▪ How to choose a channel strategy</li> </ul> Pull and Push Strategy	Lecture		<b>Book Chapter 5</b>
<b>9</b>	Promotion: <ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Communication model</li> <li>▪ Promotional Mix</li> </ul>	Lecture		<b>Book chapter 6</b>
<b>10</b>	Personal selling : Medical representatives and doctors	Lecture		<b>Book Chapter 7</b>
<b>11</b>	<b>Midterm exam</b>	Lecture		
<b>12</b>	Marketing Ethics	Lecture+collaborative learning		<b>Jobber book and Lecture Slides</b>
<b>13</b>	Marketing Metrics	Lecture		<b>Jobber book and Lecture slides</b>
<b>14</b>	Marketing Research	Lecture		<b>Jobber book Lecture slides</b>
<b>15</b>	Students project Presentations	<b>Project based learning</b>	<b>Presentations</b>	
<b>16</b>	<b>Final Exam</b>			

\*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

### **Course Contributing to Learner Skill Development**

<b>Using Technology</b>
Power point, videos and online platforms will be used during this course
<b>Communication Skills</b>
Students will learn how to communicate with each other through projects and in class sessions
<b>Application of Concept Learnt</b>
Students will be given a project at the end to apply all Concepts taken during the course

### **Assessment Methods and Grade Distribution**

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
<b>Mid Term Exam</b>	<b>% 30</b>	<b>11th week</b>	<b>KP5,Sp2</b>
<b>Term Works*</b>	<b>% 30</b>	<b>Continuous</b>	<b>Kp5,KP3,Sp2, Sp3</b>
<b>Final Exam</b>	<b>% 40</b>	<b>16<sup>th</sup> week</b>	<b>Kp5,KP3,Sp2, Sp3, SP6</b>
<b>Total</b>	<b>%100</b>		

\* Include: quizzes, in-class and out of class assignment, presentations, reports, videotaped assignment, group or individual project.

## Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
			<b>Knowledge</b>
<b>K1</b>	Define the main concepts in marketing and relating them to pharmaceutical marketing in terms of Environment of marketing, Product pricing, competition, product positioning, branding, distribution and promotion.	Lecture	<b>Exam Quiz</b>
<b>K2</b>	Gain the knowledge regarding the Jordanian pharmaceutical legal and legislative systems and how it applies to the Pharmaceutical Marketing	Lecture	<b>Exam Quiz</b>
<b>K3</b>	Gain Knowledge on different Marketing strategies	Lecture	<b>Exam Quiz</b>
			<b>Skills</b>
<b>S1</b>	Select and design of appropriate marketing strategy for different pharmaceutical products	Lecture	<b>Exam Quiz</b>
<b>S2</b>	Compare between the various ways of promoting drugs	Lecture	<b>Exam Quiz</b>
<b>S3</b>	Interpret relevant graphs in order to assess the product and the company's position	Lecture	<b>Exam Quiz</b>
<b>S4</b>	Be able to communicate with the parties involved in pharmaceutical marketing .	Lecture	<b>Exam Quiz</b>
<b>S5</b>	Interpret and analyze case studies related to various aspects of Pharmaceutical Marketing	Lecture	<b>Exam Quiz Presentations</b>

\*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

\*\* Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

## Course Policies

Policy	Policy Requirements
<b>Passing Grade</b>	The minimum pass for the course is (50%) and the minimum final mark is (35%).
<b>Missing Exams</b>	<ul style="list-style-type: none"> <li>• Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark.</li> <li>• Anyone absent from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student.</li> <li>• Anyone absent from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of</li> </ul>

	holding that exam.
<b>Attendance</b>	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that The article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
<b>Academic Integrity</b>	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

### Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

### Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment

### Assessment Rubric of the Program Learning Outcomes

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