



T-104
2022

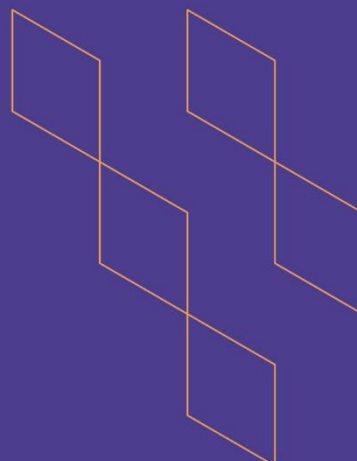
Course Specification





T-104
2022

Course Specification



| |
|---|
| Course Title: Pharmaceutical marketing |
| Course Code: 552-PHP-1 |
| Program: PHARMACEUTICAL SCIENCES |
| Department: CLINICAL PHARMACY |
| College: PHARMACY |
| Institution: NAJRAN UNIVERSITY |
| Version: |
| Last Revision Date: 15/11/2023 |



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A. General information about the course:

| Course Identification | |
|---|--|
| 1. Credit hours: | 1 Hour |
| 2. Course type | |
| a. | University <input type="checkbox"/> College <input type="checkbox"/> Department <input type="checkbox"/> Track <input type="checkbox"/> Others <input checked="" type="checkbox"/> |
| b. | Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/> |
| 3. Level/year at which this course is offered: | Level 10 / 5 th year |
| 4. Course general Description: This course will prepare students for future pharmacy management roles in both hospital and community sector. It will provide students with key skills in, the use of financial statements, budgeting, marketing research, motivation and leadership skills. | |
| 5. Pre-requirements for this course (if any): 453-PHP-2 | |
| 6. Co- requirements for this course (if any): | |
| 7. Course Main Objective(s): The course describes the basics of marketing within the pharmaceutical industry, the responsibilities of the marketing department, market research, ethics of marketing and the employment policies with the marketing department. Also, students will be familiarized with methods of communication activities, motivation and leadership skills, which are used in pharmaceutical marketing and how marketing is regulated by public and private health care organizations. | |

1. Teaching mode (mark all that apply)

| No | Mode of Instruction | Contact Hours | Percentage |
|----|--|---------------|------------|
| 1. | Traditional classroom | 15 | 100 |
| 2. | E-learning | | |
| 3. | Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning | | |
| 4. | Distance learning | | |

2. Contact Hours (based on the academic semester)

| No | Activity | Contact Hours |
|----|-------------------|---------------|
| 1. | Lectures | 15 |
| 2. | Laboratory/Studio | |
| 3. | Field | |
| 4. | Tutorial | |
| 5. | Others (specify) | |
| | Total | 15 |

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

| Code | Course Learning Outcomes | Code of CLOs aligned with program | Teaching Strategies | Assessment Methods |
|------|--|-----------------------------------|--|---|
| 1.0 | Knowledge and understanding | | | |
| 1.1 | Demonstrate specialized knowledge and understanding in pharmaceutical, clinical, social, behavioral, administrative sciences in relation to the development and use of medications | K1 | Lectures | Written exam Presentations (using rubrics) |
| 1.2 | Demonstrate an in-depth knowledge of the concepts of pharmacy practice settings including the role of pharmacists according to legal, ethical and professional standards in promoting health prevention and treatment. | K2 | Lectures | Written exam Presentations (using rubrics) |
| 2.0 | Skills | | | |
| 2.1 | Integrate pharmaceutical, administrative and clinical sciences with information obtained from different resources to provide accurate recommendations and creative solutions for complex problems. | S1 | Group discussion PBL Lecture Group discussion | Written exam Presentations (using rubrics) |
| 2.2 | Evaluate scientific and professional literature critically to be utilized in evidence- based practice and conducting research. | S2 | Group discussion PBL Lecture Group discussion | Written exam Presentations (using rubrics) |
| 2.3 | Utilize appropriate information technologies to optimize safe medication use and patient care. | S4 | Group discussion PBL Lecture Group discussion | Written exam Presentations (using rubrics) |
| 2.4 | Communicate clearly and effectively in a collaborative manner with health care professionals, patients, caregivers, administrative staff, supportive personnel and the public | S5 | Lecture Group discussion | Written exam Presentations (using rubrics) |
| 3.0 | Values, autonomy, and responsibility | | | |
| 3.1 | Demonstrate empathy, professional attitude, ethical and legal behavior, integrity, trustworthiness, social and cultural awareness and self-awareness and proper judgment in relevant practice settings. | V1 | Lecture Group discussion | Observation card Assignments Presentation |
| 3.2 | Engage in self-learning practices and inter-professional healthcare education activities. | V3 | Lecture Group discussion | Observation card Assignments Presentation |
| 3.4 | Demonstrate leadership, entrepreneurial and managerial skills, in addition to accountability, confidence, reflective reasoning and | V4 | Lecture Group discussion | Observation card Assignments Presentation |

| Code | Course Learning Outcomes | Code of CLOs aligned with program | Teaching Strategies | Assessment Methods |
|------|--|-----------------------------------|---------------------|--------------------|
| | independent thinking to respond to routine or unanticipated circumstances. | | | |

C. Course Content

| No | List of Topics | Contact Hours |
|-------|-------------------------------------|---------------|
| 1. | Introduction to pharmacy management | 1 |
| 2. | Marketing basics | 2 |
| 3. | Marketing research | 2 |
| 4. | Communication skills | 2 |
| 5. | Healthcare regulations | 2 |
| 6. | Advertising | 2 |
| 7. | Marketing strategy | 2 |
| 8. | Leadership | 2 |
| Total | | 15 |

D. Students Assessment Activities

| No | Assessment Activities * | Assessment timing (in week no) | Percentage of Total Assessment Score |
|----|-------------------------|--------------------------------|--------------------------------------|
| 1. | Quiz | 4 | 10% |
| 2. | Midterm | 6 | 25% |
| 3. | Presentation | 9 | 10% |
| 4. | Assignment | 10 | 10% |
| 5. | Observation Card | 11 | 5% |
| 6. | FINAL | --- | 40% |
| | Total | | 100% |

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

| | |
|--------------------------|---|
| Essential References | <ol style="list-style-type: none"> 1. Pharmacy Management: Essentials for All Practice Settings, by David garrick (Author), Shane Desselle (Author), Greg Alston (Author), Leticia Moczygemba (Author), 5th Edition. 2. Pharmaceutical marketing, Brent L. Rollins and Matthew Perri, 8th edition 3. Principles of Pharmaceutical Marketing, Mickey Smith 3rd edition 4. Pharmacy Management: Essentials for All Practice Settings, 5e, David P. Zgarrick, Shane P. Desselle, Leticia R. Moczygemba, Greg Alston |
| Supportive References | |
| Electronic Materials | http://lib.nu.edu.sa/DigitalLibrary.aspx |
| Other Learning Materials | |

2. Required Facilities and equipment

| Items | Resources |
|--|-----------|
| facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) | |
| Technology equipment (projector, smart board, software) | |
| Other equipment (depending on the nature of the specialty) | |

F. Assessment of Course Quality

| Assessment Areas/Issues | Assessor | Assessment Methods |
|--------------------------------------|----------------------------------|------------------------------------|
| Effectiveness of teaching | Head of departments and students | Indirect Questionnaires (indirect) |
| Effectiveness of students assessment | Faculty members and students | Indirect Questionnaires (indirect) |

| Assessment Areas/Issues | Assessor | Assessment Methods |
|---|--------------------------|---------------------------|
| Quality of learning resources | Students | Questionnaires (Indirect) |
| The extent to which CLOs have been achieved | Student peer reviewer | Direct Indirect |
| Other | | |

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

| | |
|--------------------|--------------------------------------|
| COUNCIL /COMMITTEE | CLINICAL PHARMACY DEPARTMENT COUNCIL |
| REFERENCE NO. | |
| DATE | |