



Course Specification

(Bachelor)

Course Title: **PHARMACEUTICAL MARKETING**

Course Code: **PHCP 561**

Program: : **PHARMACEUTICAL SCIENCES**

Department: **CLINICAL PHARMACY**

College: **PHARMACY**

Institution: : **NAJРАН UNIVERSITY**

Version: **3**

Last Revision Date: 20/08/2024

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A. General information about the course:

1. Course Identification

1. Credit hours: (1)

(1+0)

2. Course type

- A. ☐ University ☐ College ☐ Department ☐ Track ☒ Others Program
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (Level 10th / 5th 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):

PHCP 454

6. Co-requisites for this course (if any):

None

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 organization.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	15	100
2	E-learning		





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

3. 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 PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Demonstrate specialized knowledge and understanding in pharmaceutical, administrative sciences and research methodology in relation to the development and use of medications including natural therapies for prevention and treatment	K1	Lectures	Written exams Assignments
1.2	Demonstrate an in-depth knowledge of	K2	Lectures	Written exams



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	the concepts of pharmacy practice settings including the role of pharmacists according to legal, ethical and professional standards in promoting health prevention and treatment			Assignments
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	Lectures	Written exams Assignments
2.2	Evaluate scientific and professional literature critically to be utilized in evidence-based practice and conducting research	S2	Lectures Field trip or visit to a hospital or pharmaceutical industry	Written exams Assignments
2.3	Utilize appropriate information technologies to optimize safe medication use and patient care	S4	Lectures	Written exams Assignments
2.4	Communicate clearly and effectively in a collaborative manner with health care	S5	Group discussion	Assignments



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	professionals, patients, caregivers, administrative staff, supportive personnel and the public			
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	Lectures Poster presentations and seminars	Assignments Presentations
3.2	Engage in self-learning practices and inter-professional healthcare education activities	V3	Lectures Poster presentations and seminars	Assignments Presentations
3.3	Demonstrate leadership, entrepreneurial and managerial skills, in addition to accountability, confidence, reflective reasoning and independent thinking to respond to routine or unanticipated circumstances	V4	Lectures Poster presentations and seminars	Assignments Presentations



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	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	Class test	10%
2.	Midterm	6-7	25%
3.	Presentation	9-11	10%
4.	Assignment	12-13	10%
5.	Observation Card	14-15	5%
6.	FINAL	16-18	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
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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)
Quality of learning resources	Students	Questionnaires (Indirect)
The extent to which CLOs have been achieved	Instructor Student	Direct Indirect
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	CLINICAL PHARMACY DEPARTMENT COUNCIL
REFERENCE NO.	14460214-1057-00001
DATE	20-08-2024

