**Calendar and thematic plan of lectures**

**by discipline**

**"Pharmaceutical Marketing"**

**for the 2024–2025 academic year**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.**  **p\p** | **Name of topics, their content** | **Volume**  **in hours** | **Term** |
| **5th year** **9th semester** |
| 1 | Theoretical foundations of pharmaceutical marketing | 2 | 07.09.24 |
| 2. | Methodological foundations of marketing research | 2 | 14.09.24 |
| 3. | Study of demand for pharmaceutical products | 2 | 21.09.24 |
| 4. | Determination of the need for medicines | 2 | 28.09.24 |
| 5. | Segmentation of the pharmaceutical market | 2 | 05.10.24 |
| 6. | Assortment policy of a pharmaceutical organization. Analysis of the product life cycle | 2 | 12.10.24 |
| 7. | Principles of product promotion on the pharmaceutical market | 2 | 26.10.24 |
| 8. | Merchandising in Pharmacy | 2 | 2.11.24 |
|  | **Total for semester 9** | **16** |  |

**Calendar and thematic plan**

**laboratory and seminar classes (classroom)**

**by discipline**

**"Pharmaceutical Marketing"**

**for the 2024 - 2024 academic year**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.**  **p\p** | **Name of topics, their brief****content** | **Volume in hours** | **Term** |
|  | **5th year** **9th semester** |  |  |
| 1. | Theoretical foundations of pharmaceutical marketing | 3 | 7.09.24 |
| 2. | Methodological foundations of marketing research | 6 | 14.09.24-  21.09.24 |
| 3. | Study of demand for pharmaceutical products | 6 | 28.09.24-  05.10.24 |
| 4. | Determination of the need for medicines | 6 | 12.10.24-  10/19/24 |
| 5. | Segmentation of the pharmaceutical market | 6 | 19.10.24-  26.10.24 |
| 6. | Development of assortment policy of a pharmaceutical organization. Analysis of the product life cycle | 6 | 02.11.24-  09.11.24 |
| 7. | Principles of product promotion on the pharmaceutical market | 6 | 11/16/24-  23.11.24 |
| 8. | Merchandising in Pharmacy | 6 | 30.12.24-  07.12.24 |
|  | **Total for semester 9** | **45** |  |