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| **Course Title:** | **Pharmaceutical Marketing** |
| **Course Code:** | **PHCP 561** |
| **Program:** | **Pharmaceutical Sciences** |
| **Department:** | **Clinical Pharmacy** |
| **College:** | **Pharmacy** |
| **Institution:** | **Najran University** |

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# Course Identification



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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1. Credit hours:** | | **One hour (1)** | | | | | | | | | |
| **2. Course type** | | | | | | | | | | | |
| **a.** | University |  | College | | √ | Department | | | |  | Others |
| **b.** | Required | | √ | Elective | | |  |  | | | |
| **3. Level/year at which this course is offered:** | | | | | | | | | **Level 10th , 5th year** | | |
| **4. Pre-requisites for this course** (if any)**:**  **PHCP 454** | | | | | | | | | | | |
| **5. Co-requisites for this course** (if any)**:** | | | | | | | | | | | |
| **None** | | | | | | | | | | | |

1. **Mode of Instruction** (mark all that apply)

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Mode of Instruction** | **Contact Hours** | **Percentage** |
| **1** | **Traditional classroom** | 15 | 100 |
| **2** | **Blended** |  |  |
| **3** | **E-learning** |  |  |
| **4** | **Correspondence** |  |  |
| **5** | **Other** |  |  |

1. **Actual Learning Hours** (based on academic semester)

|  |  |  |
| --- | --- | --- |
| **No** | **Activity** | **Learning Hours** |
| **Contact Hours** | | |
| **1** | **Lecture** | 15 |
| **2** | **Laboratory/Studio** | 0 |
| **3** | **Tutorial** | 0 |
| **4** | **Others** (specify) | 0 |
|  | **Total** | 15 |
| **Other Learning Hours\*** | | |
| **1** | **Study** | 15 |
| **2** | **Assignments** | 15 |
| **3** | **Library** | 0 |
| **4** | **Projects/Research Essays/Theses** | 0 |
| **5** | **Others** (specify) | 0 |
|  | **Total** | 45 |

**\*** The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

# Course Objectives and Learning Outcomes

**1. Course 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.

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| **2. Course Main Objective** |
| The Student will be able to -   * The concept of budgeting and how to budget yourself/industry. * How you can improve your communication skill and why it is important. * Distinguish between different leadership styles. * Plan, organize, direct, and control pharmaceutical care systems utilizing management theories. * Apply principles of human resources management such as recruiting, training, motivating, and evaluating staff. |

## 3. Course Learning Outcomes

|  |  |  |
| --- | --- | --- |
| **CLOs** | | **Aligned**  **PLOs** |
| 1 | **Knowledge:** | |
| 1.1 | Demonstrate the concepts and facts of regulations pertaining to practice and  marketing of pharmaceutical preparations. | K4 |
| **2** | **Skills :** | |
| 2.1 | Plan strategies for solving problem related to the marketing of pharmaceutical products. | S2 |
| 2.2 | Communicate clearly by verbal and written means, the concept of pharmaceutical management and principles of Pharmacy administration. | S3 |
| **3** | **Competence:** | |
| 3.1 | Work in group with guidance or independence to improve the marketing strategies. | C1 |
| 3.2 | Use of personal values and ethical principles in the field of work | C2 |

# Course Content

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

# Teaching and Assessment

## Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Course Learning Outcomes** | **Teaching Strategies** | **Assessment Methods** |
| **1.0** | **Knowledge** | | |
| 1.1 | Demonstrate the concepts and facts of regulations pertaining to practice and  marketing of pharmaceutical preparations. | Lectures | Written exam |

|  |  |  |  |
| --- | --- | --- | --- |
| **2.0** | **Skills** | | |
| 2.1 | Plan strategies for solving problem related to the marketing of pharmaceutical products. | Lectures | Written exam,  Assignment, |
| 2.2 | Communicate clearly by verbal and written means, the concept of pharmaceutical management and principles of Pharmacy administration. | Lectures | Written exam,  Assignment |
| **3.0** | **Competence** | | |
| 3.1 | Work in group with guidance or independence to improve the marketing strategies. | Lectures | Written exam,  Assignment, |
| 3.2 | Use of personal values and ethical principles in the field of work | Lectures | Written exam,  Presentations |

## Assessment Tasks for Students

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **Assessment task\*** | **Week Due** | **Percentage of Total Assessment Score** |
| **1** | **Midterm 1** | 6 | **20%** |
| **2** | **Midterm 2** | 10 | **20%** |
| **3** | **Assignment / presentation** | 12 | **5%** |
| **4** | **Observation Card** | 2-12 | **5%** |
| **5** | **FINAL** | 17 | **50%** |

**\*Assessment task** (i.e., written test, oral test, oral presentation, group project, essay, etc.)

# Student Academic Counseling and Support

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| **Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :** |
| * Office hours (2 hours per week): Each faculty member must set fixed two hours each week to fulfill the students’ academic requirements. * Office hours must be announced in the office door and course blackboard. |

# Learning Resources and Facilities

## Learning Resources

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| --- | --- |
| **Required Textbooks** | Pharmacy **management essentials for all practice settings by Shane P. Desselle and David P. Zagarrick.** |

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| **Essential References Materials** | Pharmaceutical Management. Dr. Alka Ahuja, Dr. Javed Ali, Dr. Sanjula Baboota, Dr. Roop k. Khar, |
| **Electronic Materials** | <http://lib.nu.edu.sa/DigitalLibbrary.aspx> |
| **Other Learning Materials** | http://sdl.summon.serialssolutions.com/search?s.q=clinical+pharmacy#!/sea rch?ho=t&l=en&q=basic%20pharmacokinetics%20  <http://www.icp.org.nz/> |



## Facilities Required

|  |  |
| --- | --- |
| **Item** | **Resources** |
| **Accommodation**  (Classrooms, laboratories, demonstration rooms/labs, etc.) |  |
| **Technology Resources**  (AV, data show, Smart Board, software, etc.) |  |
| **Other Resources**  (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list) |  |

# Course Quality Evaluation

| **Evaluation**  **Areas/Issues** | **Evaluators** | **Evaluation Methods** |
| --- | --- | --- |
| Effectiveness of teaching strategies | Head of departments  and students | Indirect  Questionnaires (indirect) |
| Effectiveness of student assessment | Faculty members  and students | Indirect  Questionnaires (indirect) |
| Achievement of CLOs | Student  peer reviewer | Direct  Indirect |
| Quality of learning resources | Students | Questionnaires (Indirect) |

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

**Assessment Methods** (Direct, Indirect)

# Specification Approval Data

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| --- | --- |
| **Council / Committee** | Clinical Pharmacy Department Council |
| **Reference No.** | 41-40-1-2 |
| **Date** | 10-06-1440 H |

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