



# *The Hebrew University of Jerusalem*

## *Syllabus*

### ***PHARMACY MANAGEMENT AND MARKETING - 64701***

*Last update 31-10-2017*

*HU Credits:* 3

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* school of pharmacy

*Academic year:* 0

*Semester:* 1st Semester

*Teaching Languages:* Hebrew

*Campus:* Ein Karem

*Course/Module Coordinator:* Ahuva Lev

*Coordinator Email:* [ahuva3@netvision.net.il](mailto:ahuva3@netvision.net.il)

*Coordinator Office Hours:*

*Teaching Staff:*

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Ms. Ahuva Lev

Course/Module description:

The course combines chapters of marketing and management focusing on the pharmaceutical local and global markets

Course/Module aims:

The course aims at training the student to integrate into the working environment

Learning outcomes - On successful completion of this module, students should be able to:

The student will be able to understand goals, paths to reach goals in an environment of ever changing competition, technological innovations and regulation.

Attendance requirements(%):

30%

Teaching arrangement and method of instruction: Frontal lecturing following a power-point presentation together with relevant news from the media

Course/Module Content:

- The business environment
- o The Israeli pharma market
- o Business Strategy
- o Marketing principals
- o Business Plan
- o Market Research
- o Positioning and Branding
- o Pharmaceutical branding
- o Customer Behavior
- o Medical customer's behavior
- o Firm's management
- o Managing profitability
- o Specific features in pharma marketing
- o Relationships between doctors and pharma companies
- o OTC & DTC
- o Available services for the pharma companies
- o Distribution of innovations
- o Promotion Mix

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- o Pricing*
  - o OTC & GSL*
  - o Patents*
  - o Data Exclusivity*
  - o Innovative VS Generics products*
  - o BioGenerics*
  - o Nutraceuticals*
  - o Managing the information*
  - o Company resources*
  - o Clinical Phases*
  - o EBM*
  - o Health Economics*
  - o Health Basket*
  - o Challenges facing the pharma industry*

*Required Reading:*

*News and publications taken from the media*

*Additional Reading Material:*

*Course/Module evaluation:*

*End of year written/oral examination 100 %*

*Presentation 0 %*

*Participation in Tutorials 0 %*

*Project work 0 %*

*Assignments 0 %*

*Reports 0 %*

*Research project 0 %*

*Quizzes 0 %*

*Other 0 %*

*Additional information:*