

The Hebrew University of Jerusalem

Syllabus

PHARMACY MANAGEMENT AND MARKETING - 64701

Last update 02-09-2018

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

Coordinator Office Hours:

Teaching Staff:

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: