Course Syllabus

Code - Course Title	**ECZ903 - Marketing and Export in Pharmaceutical Industry**
Course Type	X. SEMESTER
Laboratory + Practice	1+0
ECTS	**1.5**
Language of Instruction	Türkçe
Course Type	Specialization Courses
Course Instructor(s)	DOÇ. DR. DERYA OSMANİYE

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		What is Marketing and Sales ?	
Week - 2		Pharmaceutical Product Lifecycle (Trends, Identification, Approval and Monitoring)	
Week - 3		New Product Development (R&D) and Market Growth Strategies	
Week - 4		Marketing-Sales Personnel and Their Duties	
Week - 5		Pricing	
Week - 6		Trademark and Patent in Medicine	
Week - 7		Pharmaceutical Promotion and Promotion Activities	
Week - 8		Marketing and Ethics	
Week - 9		Pharmaceuticals and its Role in Sustainability	
Week - 10		Pharmacy and Design	
Week - 11		Marketing and Sales Force in Pharmaceutical Industry	
Week - 12		Importance of Communication in Pharmaceutical Marketing and Sales	
Week - 13		Sales and Marketing as Team Play	
Week - 14		Pharmaceutical Marketing Information Systems (IMS, Medula, RxMedia)	

Learning Outcomes

#	Learning Outcome
1	Will be able to configure the market of the drug in the market.
2	Will be able to design marketing and sales in the pharmaceutical industry.
3	Will be able to use pharmaceutical marketing information systems.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.