

Course Unit	Pharmacy Marketing		Field of study	-	
Bachelor in	Pharmacy		School	School of Health	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	1	ECTS credits	4.0
Code	9549-803-3105-00-23				
Workload (hours)	108	Contact hours	T -	TP 45	PL -
			TC -	S -	E -
			OT 7,5	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Isabel Carolina Serra

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. To Know fundamental marketing concepts.
2. Outline a marketing plan.
3. To Know the characteristics and particularities of the pharmaceutical market.
4. Realize the importance of marketing as a differentiating element of the positioning of a pharmacy.
5. List and distinguish the different types of marketing strategies that can be used in a pharmacy.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

### Course contents

1- Fundamental Marketing Concepts 2- Marketing-mix 3- Types of Marketing 4- Marketing Plan 5 - Pharmaceutical Market 6 - Advertising for medicines 7 - Advertising and marketing tools used in the pharmacy space.

### Course contents (extended version)

1. Marketing: evolution, concepts, objectives and functions.
2. Markets: Audiences that constitute a market, market variables, segmentation, and positioning.
3. Market research and consumer behavior.
4. Marketing- mix: product, price, place, promotion. Marketing 4P Extensions.
5. Marketing plan: functions and steps
6. Types of marketing: direct, B2B, B2C, relationship.
7. Pharmaceutical market: characteristics.
8. Advertising and marketing associated with the pharmaceutical market. Legislation and ethics.
9. Advertising and marketing tools used in the pharmacy space.
10. Marketing plan at the pharmacy.

### Recommended reading

1. Kotler, P. (2000). Marketing para o século XXI. 7ª ed. Editora Presença. Lisboa
2. Blessa, R. (2012). Merchandising no ponto de venda. Atlas
3. Lindon, D. ; Lendrevie, J. ; Rodrigues, J. & Dionísio, P. (1996). Mercator 2000 - Teoria e Prática do Marketing. 9ª Edição. Publicações Dom Quixote
4. Kotler, P. & Armstrong, G. (1991). Princípios de Marketing, 5a edição. São Paulo: Prentice Hall
5. Brito, P. (2012). Promoção de vendas e comunicação de preços. Almedina

### Teaching and learning methods

Expository and reflexive lectures . Theoretical-practical classes with group work, text analysis and discussion of problems.

### Assessment methods

1. Distributed Evaluation - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 70% (Written test (2 frequencies). Minimum: 8,5 values.)
  - Practical Work - 30% (Work performed in the classroom context, with group discussion.)
2. Single evaluation. - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100% (Final exam.)
3. Student worker assessment - (Student Worker) (Final)
  - Final Written Exam - 100% (Written test.)

### Language of instruction

1. Portuguese
2. Portuguese, with additional English support for foreign students.

### Electronic validation

Isabel Carolina Serra	Isabel Cristina Jornal Freire Pinto	Luis Migue Fernandes Nascimento	Adília Maria Pires da Silva Fernandes
22-11-2023	24-11-2023	25-11-2023	25-11-2023