

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	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 seculo 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). Principios de Marketing, 5a edicao. Sao 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 frequencias). 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