



Course Syllabus

1	Course title	Pharmaceutical marketing	
2	Course number	1604318	
3	Credit hours	3	
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	1604201	
5	Program title	Bachelor Degree in Marketing	
6	Program code	04	
7	Awarding institution	The University of Jordan	
8	School	Business School	
9	Department	MARKETING	
10	Course level	2	
11	Year of study and semester (s)	First-2023	
12	Other department (s) involved in teaching the course	-	
13	Main teaching language	English	
14	Delivery method	<input type="checkbox"/> Face to face learning × <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input type="checkbox"/> × Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date		

17 Course Coordinator:

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**18 Other instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

As stated in the approved study plan.

20 Course aims and outcomes:

A- Aims:

In the current information age, pharmaceutical marketing is vastly different given the increasing Presence of the internet & social media, company consolidation, and regulatory changes throughout the last decade. Not only have the number of blockbuster medications produced by Pharma decreased, but so has the presence of directed sales representatives in physician offices. Therefore, pharmaceutical and health care industry marketers must work harder and smarter to maximize every product's or service's potential. This course will examine the current pharmaceutical marketing environment from both an academic and practical perspective. In particular, we will focus on issues pertinent to those interested in a career in the pharmaceutical industry This course emphasizes building a holistic marketing overview practice of all the key functions correlated with the pharmaceutical industry. This involves fostering the acquisition of knowledge and skills required for pharmaceutical marketing including distribution, promotion, pricing and products. and to understand the role of social media to improve this sector

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	SLO (1) To learn specific nature of pharmaceutical and health marketing And To understand the services characteristic of pharmaceutical marketing	SLO (2) To learn the different marketing techniques and how to implement them in the Pharmaceutical sector.	SLO (3) To formulate a successful service encounter stage using the different marketing strategies.	SLO (4) To understand the marketing mix in the pharmaceutical sector and To understand and emphasize the role of social media marketing in pharmaceutical sector
1Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions	✓			✓
describe the theories and concepts in the field of digital Marketing	✓	✓	✓	✓
Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.		✓	✓	✓



Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing		✓	✓	✓
Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments		✓	✓	✓
Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards			✓	✓
Appreciate the global nature of marketing and appropriate			✓	✓

measures to operate effectively in international settings				
Work efficiently within teams - to accomplish marketing projects				✓

21. Topic Outline and Schedule:

Week	Lecture	Topic	Student Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	introduction to Blended Learning		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	1.2	introduction to Blended Learning		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	1.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube
2	2.1	Chapter 1 Marketing principle and process		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	2.2	Chapter 1 Marketing		Blended	lectures Face - to-face	Synchronous		Main book and research

		principle and process						articles and YouTube
	2.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube
Week	Lecture	Topic	Student Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3.1	Chapter 1 Marketing principle and process		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	3.2	Chapter 1 Marketing principle and process		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	3.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube

4	4.1	Chapter 3 Product in pharmaceutical industry		Blended	lectures Face - to-face	Synchrono us		Main book and research articles and YouTub e
	4.2	Chapter 3 Product in pharmaceutical industry		Blended	lectures Face - to-face	Synchrono us		Main book and research articles and YouTub e
	4.3			Blended	Moodle	Synchrono us		Main book and research articles and YouTub e
5	5.1	Chapter 3 Product in pharmaceutical industry		Blended	lectures Face - to-face	Synchrono us		Main book and research articles and YouTub e
	5.2	Chapter 3 Product in pharmaceutical industry		Blended	lectures Face - to-face	Synchrono us		Main book and research articles and YouTub e

	5.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube
6	6.1	Chapter 4 pharmaceutical's and price		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	6.2	Chapter 4 pharmaceutical's and price		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	6.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube
7	7.1	Chapter 4 pharmaceutical's and price		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube

	7.2	Chapter 4 pharmaceut ical's and price		Blended	lectures Face - to-face	Synchro us		Main book and research articles and YouTub e
	7.3			Blended	Moodle	Synchro us		Main book and research articles and YouTub e
8	8.1	Chapter 5 The pharmaceut ical industry supply chain		Blended	lectures Face - to-face	Synchro us		Main book and research articles and YouTub e
	8.2	Chapter 5 The pharmaceut ical industry supply chain		Blended	lectures Face - to-face	Synchro us		Main book and research articles and YouTub e
	8.3			Blended	Moodle	Synchro us		Main book and research articles and YouTub e

9	9.1	Chapter 5 The pharmaceutical industry supply chain		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	9.2	Chapter 5 The pharmaceutical industry supply chain		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	9.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube
10	10.1	Chapter 6 Promotion marketing activates		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	10.2	Chapter 6 Promotion marketing activates		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube

	10.3				Moodle			Main book and research articles and YouTube
Week	Lecture	Topic	Student Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Learning Methods (Face to Face/Blended/ Fully Online)	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
11	11.1	Chapter 6 Promotion marketing activates		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	11.2	Chapter 6 Promotion marketing activates		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	11.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube
12	12.1	Chapter 7 Social media and pharmaceut		Blended	lectures Face - to-face	Synchronous		Main book and research

		ical marketing						articles and YouTube
	12.2	Chapter 7 Social media and pharmaceutical marketing		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	12.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube
13	13.1	Chapter 7 Social media and pharmaceutical marketing		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	13.2	Chapter 7 Social media and pharmaceutical marketing		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	13.3			Blended	Moodle	Synchronous		Main book and research articles

								and YouTube
14	14.1	Chapter 14 Situational analysis		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	14.2	Chapter 14 Situational analysis		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	14.3			Blended	Moodle	Synchronous		Main book and research articles and YouTube
15	15.1	Chapter 14 Situational analysis		Blended	lectures Face - to-face	Synchronous		Main book and research articles and YouTube
	15.2	Chapter 14 Situational analysis		Blended	lectures Face - to-face	Synchronous		Main book and research articles and

								YouTube
	15.3			Blended				Main book and research articles and YouTube
					Moodle			

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Mid Term Exam	30	Chapter (1, 3+4)		6 th week	
Participation	30			During the semester	
Final Exam	40	All chapter		15 th week	

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

24 Course Policies:

A- Attendance policies: Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time:



The final exam consists of MCQs and it is going to be a computer-based. The time will be assigned in advance of exams time.

No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

No make-up for the make-up exam.

C- Health and safety procedures:

C- Honesty policy regarding cheating, plagiarism, misbehavior:

Any inappropriate behavior (inside the group, during the exam, during the Forum discussions) will not be tolerated and student will face consequences based on the University disciplinary rules.

D- Grading policy:

It depends on the average

F- Available university services that support achievement in the course:

25 References:

A- Required book(s), assigned reading and audio-visuals:

PHARMACEUTICAL MARKETING/ by BRENT L ROLLINS (Author), MATTHEW PERRI (Author) /Jones & Bartlett Learning (February 12, 2013)

B- Recommended books, materials, and media:

Library resources such as, Periodicals and journals which related to consumer behavior topics.
YouTube videos.

26 Additional information:



Name of Course Coordinator: -----Ayat Almahmoud-----Signature: --ayat----- ----- Date: -----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----