

075 MARKETING
educational and professional bachelor's level program
"MARKETING"



The program guarantor is Malyi Vladimir Valentinovich
Doctor of Pharmacy Sciences, Professor, Head of the Pharmaceutical
Marketing and Management Department,
Faculty of Pharmaceutical Technology and Management
<http://mmf.nuph.edu.ua/>
e-mail: malyi.vladimir@gmail.com

Speciality code and name	07 Management and administrating
Specialization	075 Marketing
Program scope	240 ECTS credits
Duration of studies	3 year 10 months / 4 years 10 months
Form of the program	Intramural / Extramural

The educational and professional program "Marketing" is aimed at the training of competent marketing professionals who have modern economic thinking, the appropriate competencies necessary for effective marketing activities at enterprises and can solve typical tasks of a specialist in the corresponding position, including participation in the development of marketing activities on short-term perspective, marketing research, marketing audit, preparation for implementation of executive functions in the field of marketing.

Features of the educational and professional program

Educational and professional program is aimed at forming the ability to solve complex specialized tasks and practical problems in the field of marketing activity or in the process of training, provides the application of certain theories and methods of the corresponding science and is characterized by complexity and uncertainty of conditions.

The educational and professional program is focused on obtaining marketing education tailored to the specifics of the pharmaceutical sector. It provides special practice at pharmaceutical manufacturing enterprises, wholesale pharmaceutical companies, pharmacy networks.

Components of the program:

№	Name of academic discipline
Compulsory subjects:	
1.	Philosophy
2.	English language
3.	Political economy
4.	Microeconomics
5.	Macroeconomics
6.	History of Economics and Economic Thought
7.	Higher mathematics
8.	Probability Theory and Mathematical Statistics
9.	Economic Informatics
10.	Management
11.	Economy of the enterprise
12.	Marketing
13.	Money and credit
14.	Finances
15.	Accounting
16.	Labor economics and social and labor relations
17.	Sociology
18.	Statistics
19.	Regional economy
20.	International Economics
21.	Public relations
22.	Behavior of consumers
23.	Marketing research
24.	Marketing Commodity Policy
25.	Marketing of an industrial enterprise
26.	Marketing pricing
27.	Logistics
28.	Marketing services
29.	Marketing communications
Selective subjects:	
30.	Ukrainian language and literature
31.	History of the modern world
32.	Culture of the scientific language
33.	Logics
34.	Religious studies
35.	Fundamentals of Constitutional Law of Ukraine
36.	Ethics and aesthetics
37.	Political science

38.	Psychology of communication
39.	Fundamentals of pedagogy
40.	Entry into speciality
41.	Commercial law
42.	Work with information resources
43.	Development of the pharmaceutical branch of the region
44.	Basics of medical and biological and pharmacological knowledge (physiology with the basics of human anatomy, pathological physiology, pharmacology)
45.	Fundamentals of system analysis
46.	Optimization methods and models (optimization methods and models, econometrics)
47.	Computer technologies in pharmacy
48.	Technology and Technology Industry
49.	Systems of industrial technologies
50.	Information systems and technologies in economy and marketing
51.	Corporate Social Responsibility
52.	Social economy
53.	National economy
54.	Institutional economy
55.	Organization of pharmaceutical support of the population
56.	Modern economic theories
57.	Finances of enterprises and investment
58.	Economy and finance of the enterprise
59.	Business planning
60.	Pharmacoeconomic foundations of the formular system
61.	Insurance
62.	Economic analysis
63.	History of international relations
64.	E-commerce
65.	Economic and mathematical models in management and economics
66.	Audit
67.	Management accounting in intermediary organizations
68.	Harmonization of state purchases system in Ukraine with the EU standards
69.	Commodity science
70.	Social and economic security
71.	The commodity market infrastructure
72.	Marketing risks
73.	Branding
74.	International marketing

75.	Marketing audit
Practical training	
76.	Marketing practice for marketing research
77.	Comprehensive research-oriented, professionally oriented marketing training
Certification of graduates	
78.	Examination on economic theory (political economy, microeconomics, macroeconomics, history of economics and economic thought)
79.	Complex examination on speciality (marketing commodity policy, marketing pricing, logistics, marketing communications, marketing research)

Employment and competitive advantages of the program graduates

The graduates of the educational and professional marketing program can carry out professional activities and occupy corresponding primary positions in the functional units of enterprises, including ones at the enterprises of pharmaceutical, perfumery and cosmetic, medical and biological industry, in enterprises of other branches - in the departments of marketing, advertising, sales, procurement, logistics, planning of new goods, in the commercial and analytical departments; in the sphere of wholesale and retail trade; in the centers of marketing research and information; in marketing, advertising, consulting, digital agencies, higher education institutions and branch agencies of various departments, performing the corresponding functions.

The advantage of the graduates of the educational and professional program is that they, along with the classical knowledge, have the training to work in the pharmaceutical industry, which greatly reduces the time of their industrial adaptation and facilitates the qualitative combination of the work of industry and marketing functions. The peculiarities of the work of the pharmaceutical (pharmacy) enterprises as business entities and organizations operating in the health care system require a certain specificity of knowledge of marketing specialists. Realization of marketing activity of enterprises in pharmaceutical branches requires the consideration of the social value of medicines, and therefore in the production, wholesale and retail sales of medicines high requirements are required to ensure their quality, the validity of pricing in the light of state regulation, ethical aspects of promotion, in particular in the process of advertising drugs and the work of medical representatives with doctors and so on.

The competitive advantages of the program graduates are understanding of their industry-specific marketing features. Such specificity in the training of graduates is provided by the knowledge of the features of the pharmaceutical industry features, the mastering the basics of medical and biological, pharmacological, pharmaco-economic knowledge and organization of pharmaceutical provision of the population, especially considering that pharmacies and wholesale pharmaceutical companies that are the subjects of management with a view to profitability combine functions trade and

healthcare facilities. The graduates of the program have knowledge of the applied aspects of pharmaceutical marketing, the features associated with the commodity specifics of medicines and the application of the marketing complex in pharmacy, the drug as a commodity constituting its consumer value, the methods for determining the need for drugs, the principles of the sectoral commodity and assortment policy of pharmaceutical enterprises, features of innovation and information processes in the pharmaceutical industry, quality, standardization and certification of medicines, their legal and regulatory support; principles and strategies of pricing pharmaceutical companies, their marketing and communicative policies, peculiarities of marketing communications in pharmacy, principles and restrictions of advertising and sales promotion of medicines, obtaining pharmaceutical marketing information.

Program learning outcomes

After graduation from the educational and professional program, its graduates will be able to show the proper level of knowledge in the field of marketing, a stable understanding of the principles of building and developing its theory; to define the methods of analysis and forecasting of market phenomena and processes from the point of view of fundamental principles, theoretical knowledge and applied skills of marketing activities; apply the acquired theoretical knowledge to solve practical problems in the field of marketing; collect and analyze the necessary information, calculate economic and marketing indicators, substantiate management decisions based on the use of the necessary analytical and methodical tools; to identify and analyze key characteristics of marketing systems of different levels, as well as the specifics of their subjects' behavior; to define functional areas of marketing activity of a market entity and their interconnections in the management system, to calculate the relevant indicators characterizing the effectiveness of such activity; use digital information and communication technologies, as well as software products necessary for the proper implementation of marketing activities and the practical application of marketing tools; apply innovative approaches to market activities of a market entity, adapt flexibly to changes in the marketing environment; to realize the risk character of the production of marketing activities, to take into account the level of uncertainty of the marketing environment when making managerial decisions; to explain information, ideas, problems and alternative variants of making managerial decisions to specialists and not specialists in the field of marketing, representatives of various structural divisions of a market entity; Demonstrate the ability to apply an interdisciplinary approach and carry out marketing functions of a market entity; to acquire skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical; to demonstrate the ability to bear responsibility for the results of their activities, to demonstrate the skills of entrepreneurial and managerial initiatives; to perform functional duties in a group under the leadership of a leader, to motivate people to make non-standard marketing decisions; act socially responsibly and socially consciously on the basis of ethical considerations, respect for diversity and interculturalism; raise the level of personal training; to master the skills of written and

verbal general communication in the state and foreign languages, as well as the proper use of professional terminology; use knowledge of the requirements and restrictions of the marketing activities of the subjects of the pharmaceutical market; demonstrate knowledge of the pharmaceutical products specifics, drug users, pharmaceutical market.