

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



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Speciality code and name	07 Management and administrating
Specialization	075 Marketing
Program scope	90 ECTS credits
Duration of studies	1 year 6 months / 2 years
Form of the program	Intramural / Extramural

The educational and professional program "Marketing" aims to prepare competent marketing specialists who possess the fundamental knowledge and practical skills in effective marketing management activities of enterprises, marketing analysis, able to apply the knowledge gained in scientific research on the development of the theory and methodology of marketing; preparation for implementation of management functions in the field of marketing management.

Features of the educational and professional program

The educational and professional program is aimed at developing the ability to solve typical and complex specialized tasks and critically evaluate and solve practical problems in the field of management and administration and on the verge of subject areas, applying the provisions, theories and methods of fundamental social and economic sciences and marketing strategies, which involve the introduction of research and / or innovation activities, often under conditions of incomplete / insufficient information and conflicting requirements; to make decisions in complex unpredictable conditions requiring the integration of knowledge, application of new approaches and forecasting; clearly and not ambiguous to communicate their knowledge, conclusions and their validity to the professional and unprofessional audience.

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.

Program components:

№	Name of academic discipline
Compulsory subjects:	
1.	Global economy
2.	Social responsibility
3.	Innovative development of the enterprise
4.	Brand management
5.	Strategic marketing
6.	Logistics management
7.	Advertising management
8.	Marketing management
9.	Product innovation policy
Selective subjects:	
10.	Methodology of scientific research
11.	Information technology in scientific research
12.	Risk management in science and innovation activity
13.	Pharmaceutical marketing
14.	Financial management
15.	Marketing distribution policy
16.	International management
17.	Commercial activities of intermediary enterprises
18.	Personal management
19.	Logic and ethics of professional judgments in marketing
20.	Legal and ethical standards of activity in the industry
21.	Pedagogy and psychology of higher education
Practical training	
22.	Practical training in the speciality
23.	Undergraduate practice
Certification of graduates	
24.	Preparation and protection of master's work

Employment and competitive advantages of the graduates of the program

The graduates of the educational and professional Marketing program can carry out professional activities and hold relevant primary and managerial positions in functional departments of enterprises, including pharmaceutical, perfumery, cosmetic and medical and biological enterprises, the ones of other industries in marketing, advertising, sales, supply, logistics, planning new products, in the commercial and analytical departments; in the field of wholesale and retail trade; in marketing research and information centers; in marketing, advertising, consulting, digital-agencies, higher educational institutions and industry institutions of various departments, performing relevant functions.

The advantage of the graduates of the educational and professional program is that, along with classical knowledge, they are trained to work in the pharmaceutical industry, which significantly reduces the time of their production adaptation and contributes to a skilled combination of industry and marketing functions. The peculiarities of the pharmaceutical (pharmacy) enterprises work as business entities and organizations working in the health care system require a certain specificity of marketing specialists' knowledge. Carrying out marketing activities of enterprises in the pharmaceutical industry requires taking into account the social importance of drugs, and therefore the production and wholesale and retail sales of drugs have high requirements to ensure their quality, reasonable pricing, taking into account government regulation, ethical aspects of promotion, in particular, in the process of advertising drugs and in the work of medical representatives with doctors, etc.

The competitive advantages of the program graduates are in their understanding of the industry characteristics of pharmaceutical marketing. This specificity of training in pharmaceutical marketing of graduates provides knowledge of the characteristics of the pharmaceutical industry, knowledge of the basics of biomedical, pharmacological, pharmacoeconomic knowledge and the organization of pharmaceutical care for the population, especially considering that pharmacies and wholesale pharmaceutical companies that are business entities with the objectives of achieving profitability, combine the functions of trade and health institutions. The graduates of the program have knowledge of the applied aspects of pharmaceutical marketing, study its features related to the commodity specificity of drugs and the use of the marketing mix in pharmacy, with the drug as a commodity, its consumer value, methods of determining the need for medicines, and assortment policy of pharmaceutical enterprises, features of innovative and information processes in the pharmaceutical industry, quality issues, standardization and certification of drugs, their regulatory support; principles and strategies of pricing pharmaceutical companies, their sales and communication policies, features of marketing communications in pharmacy, principles and restrictions of advertising and sales promotion of medicines, obtaining pharmaceutical marketing information, approaches to the formation of marketing information systems of pharmaceutical enterprises.

Program learning outcomes

After graduating an educational and professional program, the graduates will be able to explain and apply the methods of scientific knowledge, analysis and synthesis in scientific and marketing research and practical professional activities; generalize the social, ethical, confessional and cultural differences of the public, their social and civil rights and obligations and be able to act in unusual situations, identify socially important problems of society, form their civic consciousness; to design an effective strategy of personal adaptation to new conditions, to apply in professional activities the

aspects of creative thinking when generating new ideas; combine the use of the native language and basic foreign languages (mainly English), tactics and strategies of communicative behavior to ensure effective teamwork; generalize and be able to apply elements of innovative technologies and active teaching methods, psychological and pedagogical knowledge for self-education and optimization of future professional activities; combine the methods of scientific psychological and pedagogical research, self-study and self-control; apply the forms and methods of psychological and pedagogical influence to increase the efficiency of professional interaction and joint activities; provide psychological characteristics of the person, interpret the general laws of his behavior; apply knowledge to the modern development of the enterprise; streamline the types of research works and their generally accepted structure, the stages of the scientific search; tools of the theoretical and experimental part of the study (general and special research methods); logical forms and laws of scientific knowledge; draw up a scientific (master's) work and present the results of a scientific search; ensure quality performance of professional activities; to rank and interpret the methods, principles of planning and evaluation of scientific research; indicators of socio-economic development of industries and market, including in global context; features of the pharmaceutical sector of the economy; substantiate the methodology of scientific and marketing research; combine methods of mathematical analysis and modeling, theoretical and experimental research; to combine and use the scientific and educational resources of the global Internet in the research and professional activities of a specialist, to use information databases in the economic field; create specialized databases based on computer systems; analyze decision-making and risk management in the economy; carry out correlation, regression, variance analysis of data; use different types of experiment planning in economic and marketing research; calculate and interpret sales dynamics with the definition of trends and seasonal fluctuations; predict the need for resources for the activities of the organization for the required period of time; use information and communication technologies in the professional field, including CRM systems; combine strategic measures to ensure the international competitiveness of goods, services, enterprises, industries, intersection complexes; model market behavior of stakeholders in the global space; evaluate the effectiveness of global business corporatization processes, forms and models of regional economic integration; streamline the patterns of institutionalization of economic development; analyze the sector and region country structure of the global economy; apply practical tools to justify and implement the development strategies of companies, countries and regions in the context of globalization; identify current trends in the development of international business; assess the impact of globalization on the management of transnational corporations, state regulation of foreign economic relations; explain the features of the implementation of the basic functions of management in international corporations and their implementation in Ukraine; identify the main problems and

prospects for the development of international management in the context of the further globalization of business; design models of organization of marketing structures, know the basic concepts and principles of their construction and operation; align marketing programs with the goals, objectives and strategies of other functional evaluate and monitor the results of the marketing activities of the enterprise; interpret current trends in the development of marketing management; make management decisions in professional marketing activities using modern approaches and models; evaluate them for accuracy and timely diagnose marketing problems in the organization; explain the theoretical foundations of the strategic marketing activities of the enterprise, its scientific formation and justification; to rank the elements of marketing strategy and scientific approaches to their definition; identify marketing strategic analysis tools; classify and interpret marketing strategies, control methods in strategic marketing; classify risks in the marketing activities of the organization, determine and justify the best ways to solve them; achieve the principles of social responsibility of business in the Ukrainian reality; create social projects, coordinate them with the overall strategy of the organization as a whole and justify their feasibility and economic efficiency; evaluate the real achievements of social responsibility in the marketing activities of the organization; develop corporate social responsibility as a factor in improving the competitiveness of an organization; classify and interpret the differences of innovative projects, summarize the principles of their development; streamline methodological provisions and tools for assessing the innovative development of national economies; to generalize the world experience of state support of innovations, methods and models of their state regulation; to rank the exit strategies of enterprises from a crisis state based on the introduction of innovations; evaluate the methodological principles of investment performance with the use of versatile tools to attract investment in innovation; streamline the imperatives of the formation of the market of scientific developments and innovative ideas in Ukraine; explain the basic technologies of protection of rights and the economy of intellectual property, standards and objects of intellectual property rights in Ukraine; assess the state, dynamics, efficiency of use of the innovative potential of an enterprise and substantiate the priority directions of its buildup; make management decisions to ensure the effectiveness of the innovative development of business entities; identify and evaluate the risks of innovation, as well as control their level by means of risk management; create conditions for the marketing of the innovation process; economically justify the choice of the method of protection of intellectual property rights of the enterprise; identify problems arising at different stages of the development and implementation of patent strategies, find optimal solutions to these problems; streamline and rank key indicators for assessing the logistics management system; summarize the tasks of the organization of the logistics service; identify means of improving the efficiency of logistics systems; rank marketing factors of influence on sales; streamline management and planning

principles and forecast sales activities in distribution channels; differentiate the basis of state regulation of public procurement and government orders; combine practical methods, technologies and techniques of advertising and brand management with the use of codes of professional conduct and advertising ethics, legal and ethical aspects of advertising and branding; design the architecture and value of brand equity; generalize the socio-economic characteristics of the pharmaceutical market, its regulatory and legal framework; make strategic planning decisions for pharmaceutical marketing in the context of a marketing mix; evaluate the commercial activities of intermediary organizations; rank the selection criteria for suppliers; describe the methods of valuation and inventory planning; to rank the main types of risks of a commercial enterprise, to combine the methods of planning business activities of intermediaries; interpret the main documents regulating commercial and intermediary activities in Ukraine; interpret the principles, functions and methods of financial management of business entities; streamline the financial management support system and its constituent elements; generalize and describe the methodology of financial forecasting and planning at the enterprise; achieve a high level of organization of crisis financial management; make decisions on the formation and development of labor potential and personnel of the enterprise, ensuring its effective use; describe labor relations and their management in order to ensure the balance of interests from the standpoint of both economic and social efficiency; describe the principles of the formation and processing of scientific databases; explain the technological basis of computer networks functioning; organize streamline scientific reporting using modern software; explain the meaning and theoretical foundations of the use of digital technologies in scientific research, streamline scientific reporting using modern software; explain the meaning and theoretical foundations of the use of digital technologies in scientific research.