



Ҳафиз

MANAGEMENT AND MARKETING IN PHARMACY

PART II

MARKETING IN PHARMACY

TEXTS OF LECTURES

UKRAINIAN MINISTRY OF PUBLIC HEALTH
NATIONAL UNIVERSITY OF PHARMACY



Z. N. Mnushko, I. V. Pestun, I. V. Sofronova

MANAGEMENT AND MARKETING IN PHARMACY

PART II

MARKETING IN PHARMACY

TEXTS OF LECTURES

Kharkiv

NUPh Publishing House

2008

*Approved by the Central Methodological Commission
of the National University of Pharmacy (protocol № 1 from 18.10.2007)*

Reviewer: *Kabachnaya A.V.*, Doctor of pharmacy, professor of the department of Management and Economy in family Medicine, Kharkiv Medicine Academy of Postgraduate Education; *Zhirova I.V.*, Candidate of pharmacy, assistant professor of the Organization and Economy in Pharmacy Department, National University of Pharmacy

Mnushko Z.N., Pestun I.V., Sofronova I.V.

Management and marketing in pharmacy. P. II. Marketing in pharmacy: Texts of Lectures. – Kh.: PH of NUPh, 2008. – 96 p.

Theoretical foundations of marketing, the essence of its basic elements are given: goods, price, distribution and promotion have been presented. Features of the pharmaceutical market, managerial process of marketing, logistics of the pharmaceutical enterprises, merchandizing of drugstores are considered. Bases of gathering of the marketing information and carrying out of the marketing control have been presented.

For students of pharmaceutical higher schools.

UDC 615.1:339.138 (075)

© Mnushko Z.M., Sofronova I.V.,
Pestun I.V., 2008
© NUPh, 2008

CONTENTS

Introduction	4
Topic 1. Fundamental rules in marketing	5
Topic 2. Management of pharmaceutical marketing	12
Topic 3. The product in marketing activity. Assortment of medical products. The commodity policy of pharmaceutical enterprises	22
Topic 4. Price in the marketing system. The price policy of the pharmaceutical enterprises	36
Topic 5. Distribution of medical products. Marketing activity in the system of pharmaceutical marketing	51
Topic 6. Promotion of the goods. Strategy of marketing communications and stimulation of selling pharmaceutical products	62
Topic 7. Advertising in the system of marketing. Advertising of medical products. "public relations"	72
Topic 8. Marketing information systems. Marketing research. The marketing control	80
Glossary	87
The basic literature	95