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QUALIFICATION WORK

on the topic: **“RESEARCH OF SOCIAL MARKETING APPROACHES IN
THE ACTIVITIES OF PHARMACEUTICAL COMPANIES”**

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ANNOTATION

The qualification paper presents the results of the analysis of data from literary sources regarding the formation and development of social marketing, its principles, tools in modern market conditions. An analysis of the practice of using social marketing in the activities of pharmaceutical companies is presented.

The results of the research are presented on 43 pages of text, the number of figures - 12, the list of literature - 34 sources.

Key words: social marketing, pharmaceutical products, pharmaceutical companies.

АНОТАЦІЯ

У кваліфікаційній роботі наведено результати аналізу даних літературних джерел щодо формування та розвитку соціального маркетингу, його принципів, інструментів у сучасних ринкових умовах. Представлено аналіз практики використання соціального маркетингу у діяльності фармацевтичних компаній.

Результати дослідження представлені на 43 сторінках тексту, кількість рисунків - 12, список літератури – 34 джерел.

Ключові слова: соціальний маркетинг, фармацевтичні товари, фармацевтичні компанії.

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INTRODUCTION

Actuality of topic. Social marketing is the application of commercial marketing tools and principles to the design, implementation, and evaluation of health and social behaviour-change programmes. It focuses on target groups within the population, tailoring campaigns and awareness with the aim of achieving specific behavioural goals relevant to the public good. It is increasingly recognised as a valuable tool within public health, where it can improve health and reduce health inequalities. It is particularly important for influencing voluntary lifestyle behaviours such as smoking, drug use, drinking, and diet.

Social marketing can be considered one of the most effective tools of the commercial sphere, with the help of which the consciousness of consumers changes, their attitude to the solution of certain problems relevant to them. Social marketing is not exclusively a product and brand promotion tool, it is more aimed at embodying certain moral values that are important to people, at solving socially significant problems. Therefore, social marketing is successfully developing and gaining more and more supporters over time, and the pharmaceutical market is no exception. The use of social marketing by pharmaceutical companies has been a subject of research and discussion in recent years.

The purpose of the study was to study the aspects of social marketing in the activities of companies and, in particular, in the pharmaceutical sector of the health care sector.

Research objectives:

- to analyze scientific literature, periodicals on the researched problem;
- to generalize the differences between commercial and social marketing, define the principles and approaches of social marketing;
- to analyze the practice of using social marketing in the field of health care;
- to analyze approaches to the implementation of social marketing in the activities of companies in the pharmaceutical market

- to propose social marketing approaches in the activities of companies in the pharmaceutical sector of health care.

The object of the research is approaches to the use of social marketing in the activities of enterprises. The subject of the study is reports of enterprises on the use of social marketing in their activities.

Research methods. In the analysis methods of the content analysis, comparative, graphic methods were used.

Structure and scope of qualification work. The qualification work consists of the introduction, three chapters, conclusions to each chapter, general conclusion, and list of used sources. The results of the study are presented on 43 pages of text, the number of figures - 12, and the list of references - 34 titles.

CHAPTER 1. THEORETICAL BASICS OF SOCIAL MARKETING IN MODERN MARKETING ACTIVITIES OF COMPANIES

1.1. Development of social marketing: definition, characteristics

In today's world, we face numerous social challenges on both a global and local scale. Consequently, there is a growing need for investments to address these problems in modern society. Given that solving such issues requires billions of dollars, governmental and public institutions alone are incapable of fully resolving them. Thus, there arises a pressing need to involve businesses in the implementation of social projects. Businesses possess the ability to scale and generate resources [2, 3, 15, 26], making them the key players in tackling these social challenges.

This situation presents a unique opportunity for businesses to meet customer needs while making a social impact. Although solving social problems may not be their primary objective, commercial entities should adopt a different mindset. Social projects have the potential to not only benefit society but also address crucial business objectives. By integrating social responsibility into their business models, companies can create value for both themselves and society. This concept is known as shared value or mutual value, where economic and social benefits are generated simultaneously. Merely investing in social projects is insufficient; businesses must incorporate social responsibility into their day-to-day operations. Marketing, for instance, can play a significant role [6, 19-24].

Under these circumstances, the harmonious alignment of marketing objectives with the resolution of social problems has given rise to a new concept called social marketing. This concept sets it apart from conventional commercial marketing (Fig. 1.1).

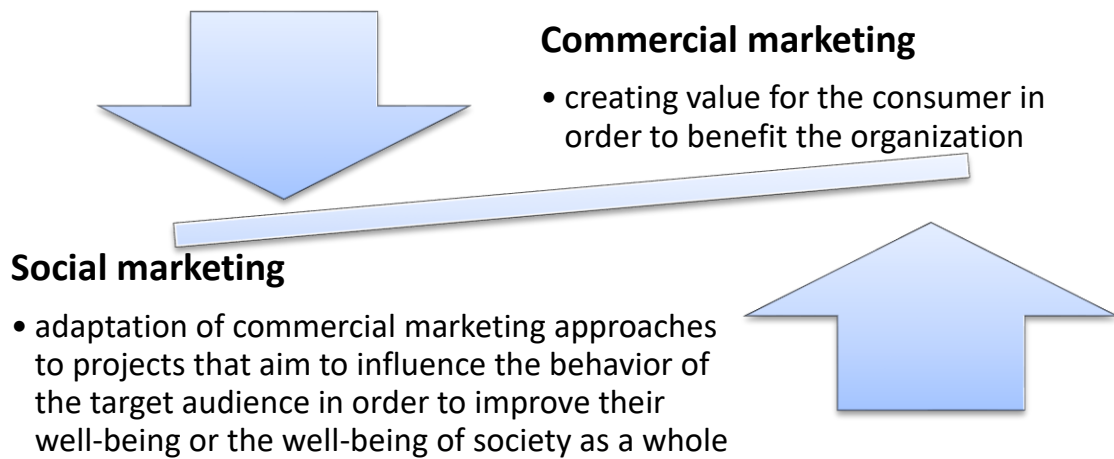


Fig. 1.1. Differences between commercial and social marketing

In the middle of the 20th century, the possibilities of marketing were evaluated exclusively as an element of entrepreneurial activity, but even at that time it was clear that the scope of its application is much wider precisely because of the ability to assess human needs and focus on them [15, 22].

The origins of social marketing can be traced back to the 1950s and 1960s, when researchers and public health practitioners began using marketing techniques to promote behavior change related to health issues such as smoking and seatbelt use. In the 1970s and 1980s, the concept of social marketing began to evolve as researchers and practitioners recognized its potential to address a wide range of social issues beyond health (fig. 1.2) [21, 22, 24].

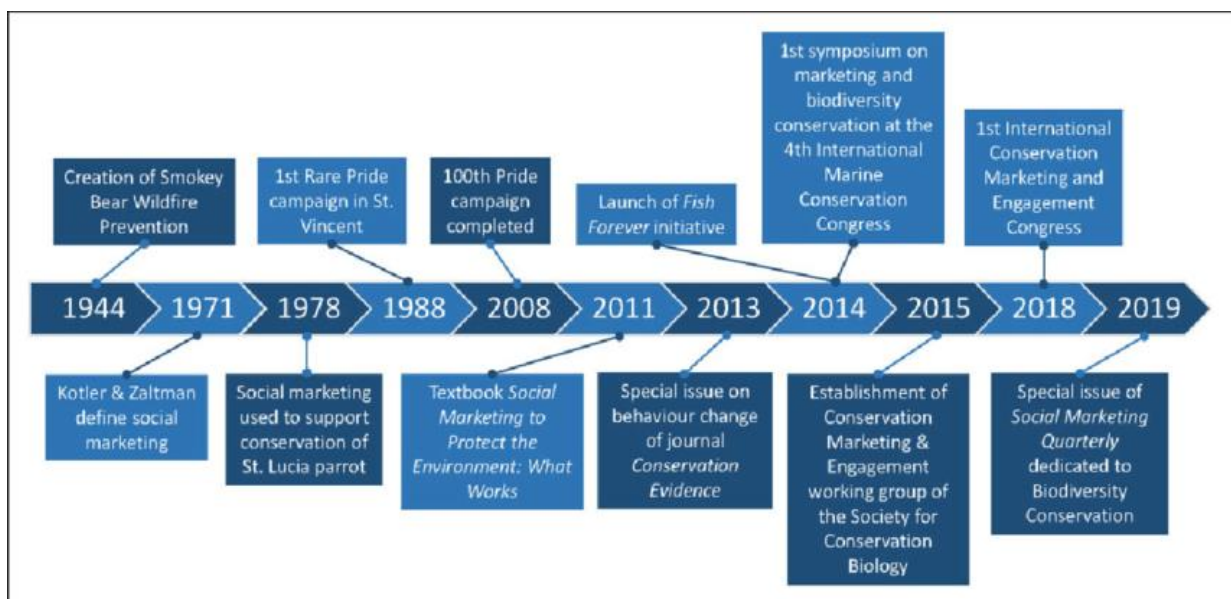


Fig. 1.2. Historical stages of development social marketing

Here is a brief overview of the key milestones in the history of social marketing:

Early period (1960s-1970s): The concept of social marketing emerged in the 1950s as a response to public health issues, such as smoking and tuberculosis. Scholars and practitioners began exploring the application of marketing principles to promote healthy behaviors and prevent disease. Social marketing was primarily focused on health behavior change and was influenced by the works of Philip Kotler, Gerald Zaltman, and Alan Andreasen. They defined social marketing as the application of commercial marketing techniques to promote social good and bring about behavior change. Kotler's book "Marketing Management" (1967) introduced the concept of social marketing, while Zaltman's book "Marketing and Society: An Overview" (1972) emphasized the importance of social responsibility in marketing. Andreasen's book "Social Marketing: Its Definition and Domain" (1975) provided a framework for social marketing that emphasized the importance of audience segmentation and behavior change [21, 22, 24].

Middle period (1980s-1990s): Social marketing grew rapidly in the 1980s and 1990s, with a focus on addressing a wide range of social issues, such as environmental protection, education, and poverty reduction. Social marketing campaigns began targeting specific audiences, such as youth, women, and low-income communities, based on their needs and characteristics. Key figures during this period included William Novelli, Nancy Lee, and Alan Andreasen. Novelli's book "The Power of Communication: Managing Information in Public Organizations" (1989) emphasized the importance of communication in social marketing, while Lee's book "Social Marketing: Influencing Behaviors for Good" (1999) provided a comprehensive overview of social marketing principles and techniques. Andreasen continued to be a leading figure in social marketing, publishing several influential articles on the topic during this period [15, 21, 24].

Contemporary period (2000s-present): Social marketing became a global phenomenon in the 2000s, with the establishment of international associations, such as the International Social Marketing Association and the European Social

Marketing Association. Social marketing also gained recognition from international organizations, such as the World Health Organization, which began using social marketing to address global health issues. Key figures during this period include Craig Lefebvre, Jeff French, and Doug McKenzie-Mohr. Lefebvre's book "Social Marketing and Social Change: Strategies and Tools For Improving Health, Well-Being, and the Environment" (2013) provided a comprehensive overview of social marketing strategies and techniques, while French's book "Strategic Social Marketing" (2017) emphasized the importance of strategic planning in social marketing. McKenzie-Mohr's book "Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing" (2011) provided a framework for using social marketing to promote sustainable behavior change [15, 21, 22, 24].

With the rise of digital and social media, social marketing campaigns began leveraging technology and data analytics to reach and engage target audiences more effectively. Social marketing also began incorporating behavioral economics and neuroscience insights to develop more effective strategies for behavior change.

It should be noted that the concept of social marketing continues to develop and today there is still no unified approach to the name of this concept, however, in general, this does not change the essence of social marketing [2, 11, 13, 22]. The following types are used in parallel:

- social and ethical marketing
- ethical and social marketing
- socially oriented marketing
- socially responsible marketing
- public marketing.

Social marketing has emerged as a powerful tool in contemporary business endeavors for promoting goods or services. It represents a fresh and innovative approach to achieving marketing objectives while driving social change. Within this framework, companies are required to identify and address the needs, desires, and interests of their target audience more effectively than their competitors. This approach emphasizes the importance of understanding and satisfying the customer's

expectations in order to stand out in the market and create a positive impact on society.

1.2. Approaches of social marketing in the activities of companies

Social marketing approaches in the activities of companies include target audience segmentation, behavior change models, partnerships and collaborations, advocacy and policy change, and metrics and evaluation. By using these approaches, companies can achieve their social marketing objectives while also achieving business goals such as brand awareness, customer engagement, and loyalty.

There are several approaches that companies can use when implementing social marketing in their activities (fig. 1.3).

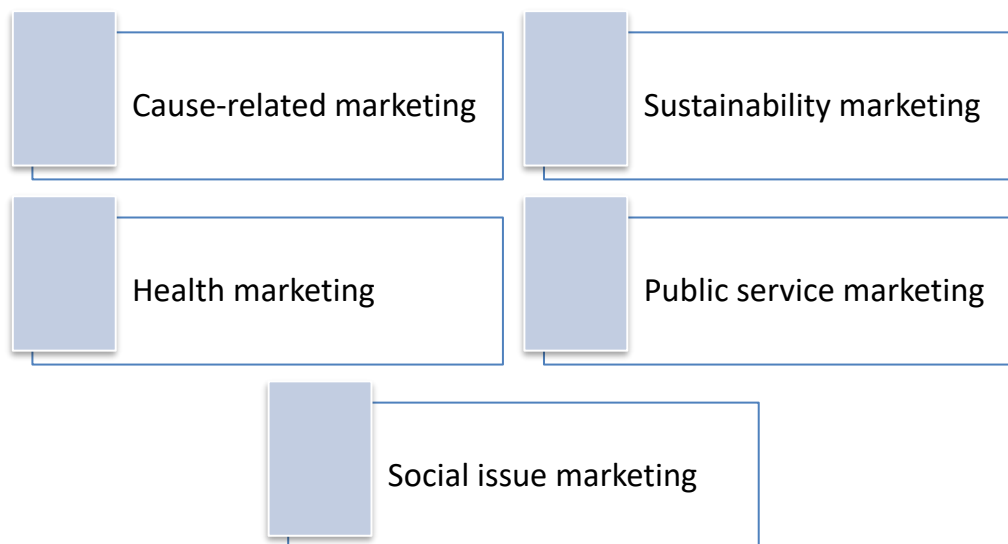


Fig. 1.3. Social marketing approaches

Cause-related marketing: This approach involves partnering with a non-profit organization or a social cause to promote a product or service. For example, a company may donate a portion of their profits to a charity or promote a social cause that aligns with their brand values.

Sustainability marketing: Sustainability marketing involves promoting environmentally-friendly and socially responsible practices in the production, distribution, and consumption of goods and services. Companies that adopt this

approach focus on reducing their environmental impact and improving social conditions, such as labor practices and community development.

Health marketing: Health marketing involves promoting healthy behaviors and lifestyles, such as regular exercise, healthy eating, and disease prevention. Companies can use health marketing to promote their products or services, such as fitness equipment or healthy food options.

Public service marketing: This approach involves promoting public services, such as public transportation or community programs, to improve the overall quality of life in a community. Companies can partner with government agencies or non-profit organizations to promote public services that align with their brand values. By promoting public services, companies can build a positive brand reputation and show their commitment to the community.

Social issue marketing: This approach involves addressing social issues, such as poverty or homelessness, through marketing campaigns. Companies can use social issue marketing to raise awareness and funds for social causes, as well as to promote their brand values. By addressing social issues, companies can build a positive brand reputation and appeal to consumers who prioritize social responsibility [3, 4, 10, 17, 20].

In summary, each approach focuses on promoting social good in different ways, from partnering with non-profit organizations to promoting healthy behaviors to addressing social issues. By using social marketing in their activities, companies can build a positive brand reputation and make a positive impact on society.

The processes for having a social marketing campaign includes following steps:

1. Identification of goal for social cause
2. Target audience definition for social marketing
3. Creating of message & channels be used
4. Event, activities, seminars etc. to be used in social marketing
5. Implementation of activities & events
6. Evaluation of effectiveness & improving goals



Fig. 1.4. Process for Social Marketing

The goals of using social marketing may differ depending on the company's field of activity and overall goal. However, all of them will be based on factors that affect the well-being of society: promoting the formation of people's understanding of ethical and moral norms, social responsibility, as well as compliance with these norms in everyday life and professional activities; economic and political stability; preservation of the environment; satisfaction of individual needs: ensuring adequate quality of life and social security. So, the specificity of social marketing is determined, first of all, by the scope of its implementation. Thus, it is proposed to single out the following main types of social marketing in view of the scope of its implementation:

- Medical - assistance to the sick and measures aimed at preventing the increase in morbidity.
- Cultural – development and support of events related to art.
- Sports - measures aimed at popularizing sports and multiplying sports achievements.

- Ecological - actions carried out for the purpose of environmental protection.
- Educational - social marketing, the tools of which fulfill an educational mission.
- Religious - promotion of religious values and ideas, involvement of parishioners.
- Charitable - fundraising to help the needy [8, 10, 15, 23, 31].

In recent years, interest in social marketing as a theory and practice of regulation of social processes has significantly increased all over the world. In contrast to the above-mentioned approaches to defining the essence and implementation of social marketing, the approach related to the marketing of socially significant problems is currently at the initial stage of formation and implementation in practice. This is especially true of medical social marketing. The essence of this approach is the "promotion" of certain approaches to socially significant problems in society.

CONCLUSIONS TO CHAPTER 1

In conclusion, social marketing is a critical component of modern marketing activities for companies. It is based on the principles of traditional marketing, but with a focus on achieving social good rather than solely maximizing profits.

Social marketing can help companies to build brand loyalty, increase customer engagement, and improve their reputation while also contributing to social and environmental goals. It involves understanding the target audience and designing campaigns that are tailored to their specific needs and interests.

The success of social marketing campaigns depends on several factors, including effective communication, collaboration with stakeholders, and the use of metrics to measure impact. Companies must also consider ethical and legal issues when implementing social marketing campaigns, such as ensuring that they do not promote harmful behaviors or engage in deceptive advertising practices.

Overall, social marketing has the potential to create a positive impact on society while also generating business value for companies. By incorporating social marketing into their marketing strategies, companies can not only improve their bottom line but also contribute to making the world a better place.

CHAPTER 2. RESEARCH OF SOCIAL MARKETING APPROACHES IN THE PHARMACEUTICAL HEALTHCARE SECTOR

2.1. Analysis of the peculiarities of using social marketing in accordance with the concept of "4P"

The concept of the "4P's" (product, price, promotion, and place) is a traditional marketing framework that has been used for decades to guide marketing strategies.

While social marketing approaches may have different goals and target audiences than traditional marketing, they can still be effectively analyzed and implemented using the 4P framework. Here's an analysis of the four P's in the context of social marketing:

Product.

In social marketing, the "product" refers to the behavior or attitude that the campaign is designed to promote. This could be anything from healthy eating habits to recycling to voting. To effectively promote a behavior or attitude, social marketers need to understand the target audience's motivations, barriers, and attitudes. They may also need to design interventions that make the desired behavior or attitude more attractive or easier to adopt [22, 27].

For social marketing, a "product" is a behavior that a company is trying to change through its marketing activities. It could be stopping child abuse, or stopping people from committing suicide, or persuading people not to litter, or any other behavior that members of your community want to change. For pharmaceutical companies, such activity is aimed at solving health problems - irrational consumption of drugs, maintaining a healthy lifestyle, preventing the spread of infectious diseases, getting vaccinated, etc.

Price.

In social marketing, the "price" refers to the cost of adopting the desired behavior or attitude. This could include financial costs (such as the cost of buying healthy food or recycling equipment) as well as social costs (such as the stigma

associated with certain behaviors). In social marketing, price is not just a question of the monetary equivalent of the value of the product, it can also be a question of time spent or how much effort it will take to change behavior. A lifelong smoker may be the first person to admit that smoking is an extremely expensive habit but may still say that the cost—in terms of effort, possible weight gain, or nicotine withdrawal—is too high. A good social marketing plan will try to reduce these costs. "Campaign against litter" will try to place more garbage cans in the city; a smoking cessation group may offer support groups to help with the effort, nutritional counseling to counteract weight gain, and nicotine patches to ease the pain of withdrawal. To be effective, social marketing campaigns need to address these costs and find ways to make the desired behavior or attitude more affordable or socially acceptable. For example, a social marketing campaign to encourage healthy eating might involve providing education about affordable healthy food options or offering cooking classes [3, 5, 13, 19, 30].

Promotion.

In social marketing, "promotion" refers to the communication strategies used to promote the desired behavior or attitude. This could include traditional advertising (such as billboards or TV commercials), social media, public relations, or community outreach. Effective social marketing campaigns need to carefully target their messages to the right audience and use messaging that resonates with their values and motivations. They may also need to use creative strategies to grab people's attention and stand out from other messages.

Promotion is most easily associated with social marketing because it is primarily an advertisement made by a company; be it in television commercials, information leaflets in places where the potential target audience is located, posts on a social network, etc. In order to promote your idea, you don't need to spend a lot of money compared to promoting a product, because word of mouth among interested "consumers" works well in such cases. Persuading people through a one-on-one conversation can be just as effective in changing someone's point of view as, or even more than, the best advertisement. For this purpose, experts in a certain range of

issues, such as doctors or pharmacists, are involved in the dissemination of information. In such cases, it is usually effective to ask open-ended belief questions: Think about it. What will make you get a tetanus booster: a TV ad or your doctor's suggestion? Word-of-mouth technology is a very "desirable" part of social marketing, however, it should be noted that advertising in itself is not social marketing [4, 5, 19, 21, 26].

Place.

In social marketing, "place" refers to the locations and channels where the desired behavior or attitude can be adopted. This could include physical locations (such as parks or community centers), online platforms, or social networks. Effective social marketing campaigns need to identify the best channels for reaching their target audience and make it easy for people to adopt the desired behavior or attitude in those channels. For example, a social marketing campaign to encourage physical activity might involve providing information about local parks and trails or creating a smartphone app that tracks activity levels. Social marketing efforts facilitate behavior change by ensuring that needed support is not only available, but easily accessible to most people. The less effort people have to make a change, the more likely they are to make it. [5, 13 20, 26]

Thus, the identification of priority components in the company's current and prospective activities will allow to determine the accent component in the development of a socially oriented marketing program, taking into account the characteristics of the target audience and the behavior that needs to be influenced and needs to be changed.

2.2. The main directions of pharmaceutical companies in the social marketing programs

Pharmaceutical companies may use a variety of methods to analyze data related to their social marketing efforts (fig. 2.1)



Fig. 2.1. Methods to analyze social marketing data

Companies may conduct surveys to collect data on consumer attitudes and behaviors related to healthcare and their products. These surveys may be conducted online, by phone, or in person, and may be targeted towards specific demographic groups or consumer segments.

Pharmaceutical companies can analyze sales data to identify trends in product usage and consumer behavior. This data can be used to refine marketing strategies and identify opportunities for growth.

Companies may monitor social media platforms to track consumer conversations related to healthcare and their products. This can provide insights into consumer attitudes and behaviors, as well as potential issues or concerns related to their products.

Pharmaceutical companies may conduct clinical trials to test the safety and efficacy of their products. Data collected from these trials can be used to inform marketing strategies and product development.

Companies may conduct focus groups to gather qualitative data on consumer attitudes and behaviors related to healthcare and their products. This can provide valuable insights into consumer perceptions and preferences.

Overall, the analysis of data is a critical component of social marketing in the pharmaceutical industry. By collecting and analyzing data, companies can refine their marketing strategies, better understand consumer attitudes and behaviors, and develop products that meet the needs of their target audience [22, 24, 28, 31].

Pharmaceutical companies may interact with potential clients or customers in several ways, including:

Healthcare provider outreach: Companies may engage in outreach efforts aimed at healthcare providers, such as doctors, nurses, and pharmacists. This may include providing educational materials, hosting conferences or training sessions, and offering financial incentives to healthcare providers who prescribe or recommend their products.

Direct-to-consumer advertising: Companies may advertise their products directly to consumers through print and television ads, online marketing campaigns, and other promotional materials. This may involve highlighting the benefits of their products and addressing common concerns or questions that potential customers may have.

Patient support programs: Companies may offer support programs to patients who use their products. This may include financial assistance programs to help make their products more affordable, as well as educational resources to help patients better understand their conditions and treatment options.

Social media engagement: Companies may use social media platforms to engage with potential customers and provide information on their products and services. This may involve responding to questions or comments from followers, sharing educational materials, and highlighting patient success stories.

Overall, pharmaceutical companies may use a variety of tactics to interact with potential clients or customers. These efforts may be focused on healthcare providers, patients, or the general public, and may involve a range of promotional and educational materials. The goal of these interactions is to build awareness of their products and services, address common concerns or questions, and ultimately drive sales and improve patient outcomes [1, 25-28, 31].

While social marketing approaches have the potential to drive sales of healthcare products and promote positive health behaviors and attitudes, it is important to balance these goals with ethical considerations and a commitment to promoting overall health and well-being.

2.3. Analysis of social marketing approaches in the activities of pharmaceutical companies

The pharmaceutical healthcare sector plays a crucial role in promoting health and wellness through the development and distribution of medicines and healthcare products. However, in recent years, there has been increasing recognition of the need for a more holistic approach to healthcare that includes a focus on promoting positive health behaviors and attitudes among consumers. Social marketing has emerged as a valuable tool for promoting behavior change in the healthcare sector, particularly in the context of chronic disease management and prevention.

Pharmaceutical companies have utilized various social marketing approaches to promote health and wellness among consumers. These approaches involve developing products that address specific health issues or conditions and targeting them towards specific demographic groups or consumer segments. Additionally, companies may offer financial assistance programs, such as discounts or coupons, to make their products more affordable to low-income consumers [25, 27].

To distribute their products, pharmaceutical companies often work with healthcare providers and hospitals, and may also sell directly to consumers through online marketplaces or retail pharmacies. In addition, companies may offer education and training programs to healthcare providers to ensure that their products are used safely and effectively.

Promotion is another critical aspect of social marketing in the pharmaceutical industry. Companies may use a range of promotional techniques, including print and television advertisements, social media campaigns, and sponsorships of events and organizations related to healthcare. Direct-to-consumer advertising is also commonly used to promote pharmaceutical products to individual consumers.

Theories of modern marketing consider the concept of social marketing most often through the prism of social responsibility of the enterprise. Since it is social responsibility that is defined as one of the main components of public welfare and a

kind of input element. This term has a double meaning: observance by subjects of social relations of accepted social norms and bearing responsibility in case of their violation [1, 13, 14, 19].

Social responsibility involves the prior understanding and awareness of ethical, moral and social norms and values of society and their further observance in all spheres of life, including business [11].

The next stage of the research was an analysis of the practice of implementing social marketing by pharmaceutical companies on the Ukrainian market.

The leader in the production of medicinal products in Ukraine and the leading exporter of national products to the markets of 40 countries of the world - the company Farmak, which is a representative of an active participant in the pharmaceutical market of Ukraine, actively uses social marketing. Activities within the framework of social marketing are presented in the format of social activities. Thus, the principles of sustainable development are implemented in all spheres of activity of Farmak and are the basis of its social activity. Projects in the field of sustainable development are aimed at improving people's quality of life, promoting a healthy lifestyle, raising the level of environmental culture, occupational safety, supporting social activity and volunteering, among Farmak employees [14].

Principles of sustainable development are implemented in all fields of Farmak`s activities and act as the basis of the company`s social activity. All projects in the field of sustainable development are aimed at improving the quality of people`s lives, promotion of healthy lifestyle, raising the level of ecological culture, safe work performance, supporting social activity and volunteering among Farmak employees.

The main task is to create and implement a project that will benefit people in the long run, change consciousness, their values and will form the basis for the development of a strong and independent country. Over the years, Farmak has been transformed from a single factory into a successful innovation business, market leader and the largest exporter of the industry, became the largest taxpayer in our

field. The projects create are designed primarily to improve, create and enhance – to change the world for the better.

Key directions of “Farmak’s” projects in the field of sustainable development:

- Ecology
- Health
- Education and Science
- Charity

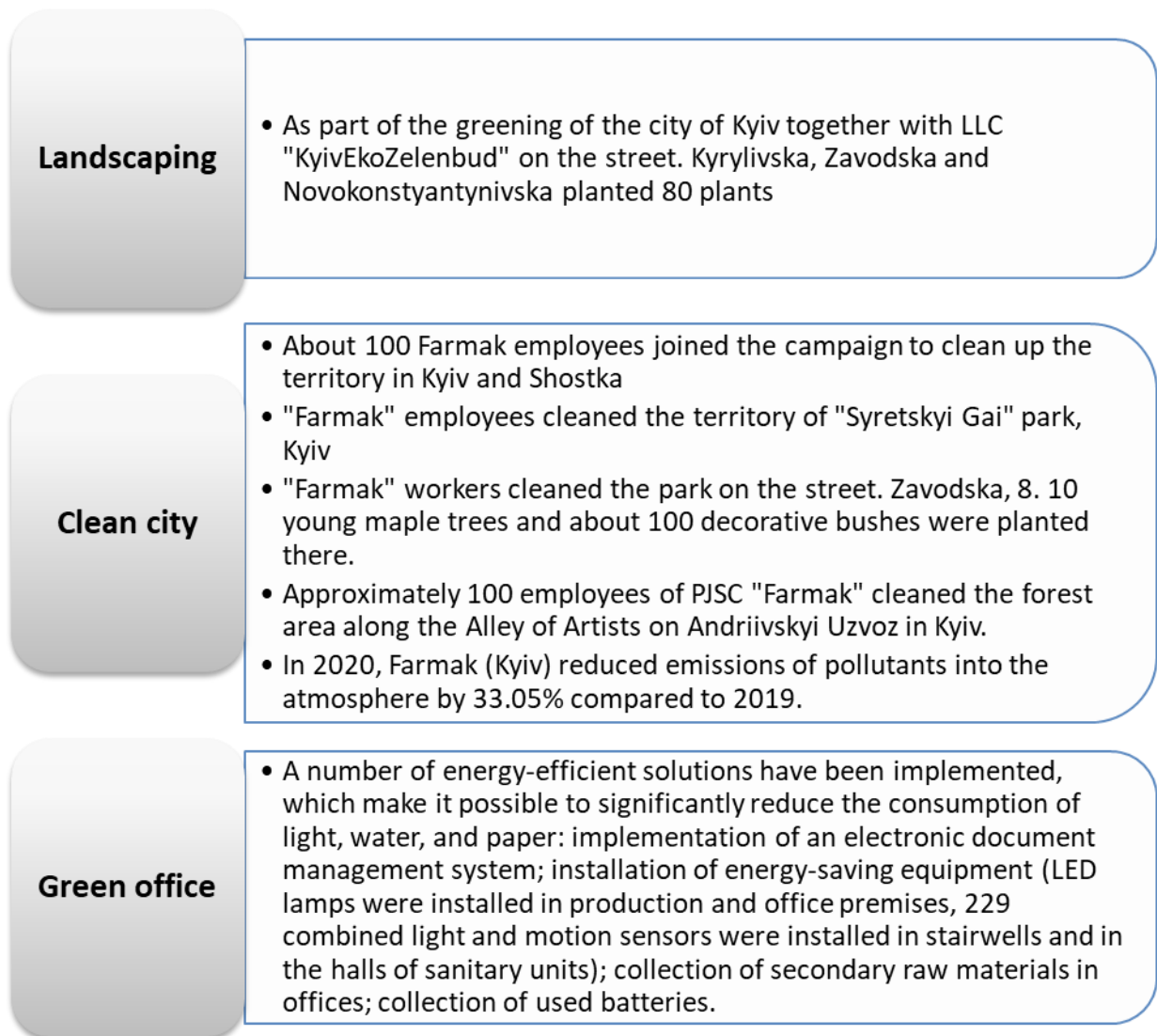


Fig. 2.2. Characteristics of social marketing projects of the Farmak company:
Ecology

Every year, Farmak develops and approves an environmental program that helps the company make the most efficient use of natural resources. Also, the company has implemented an international Environmental Management System that

complies with ISO 14001 “Environmental Management Systems. Requirements and instructions for use” and ISO 50001 “Certification of energy management systems. Requirements and instructions for use [14].

Blood donation	Employees took an active part in the international Donor Day: about 70 volunteers of the company donated blood and plasma, which can save the lives of 200 people.
	An innovative event for family doctors was held - Farmak. Family Doctor Camp - a five-day camp that was created to share professional experience, build knowledge about developing one's own doctor brand. "reboot" and combat professional burnout.
	jointly with the Kyiv Metro presented an exhibition dedicated to the centenary of insulin. The opening of the exposition "100 years of insulin" took place in the lobby of the "Teatralna" metro station in Kyiv.
Running for health	Holding of the annual campaign "Pharmak: running for health!"; participation in the "Run under the chestnuts", Wizz Air Kyiv City Marathon,
Sports teams	Formation of sports teams from the company's employees, participation in city and all-Ukrainian competitions, spartakiads and tournaments in various sports: swimming, football, volleyball, basketball, rowing, chess, as well as tourism, fishing.
Olympiad "We are the Champions" with the participation of children from Farma-Kivka	The project envisages holding competitions twice a year and the participation of children aged 6 to 13. More than 25 Ukrainian companies have already joined the sports initiative. The main element of the program is sports relays. Participants are invited to show their abilities and skills in speed, accuracy and dexterity. All relays are designed by Olympic and professional sports experts and include 7 types of competition with elements of the most popular sports: football, basketball, tennis, ice hockey, golf, rugby and target shooting.

Fig. 2.3. Characteristics of social marketing projects of the Farmak company:
Health

In 2017, JSC Farmak and UFAM signed a Memorandum on consolidation of their partnership on the organization of sports events and related informational support. Farmak became the general partner of the Ukrainian Football Association of Medical doctors and continues to broadcast the philosophy of a quality and

healthy lifestyle in Ukraine and across borders. In this important matter, the Company has been united with sports doctors of Ukraine. Farmak is the general partner of the Ukrainian Football Association of Physicians and advocates healthy and active lifestyle together with physicians from the entire Ukraine. It should be noted that the Futsal Championship is a landmark sports Ukrainian event among medical staff and one of the important stages in the preparation of the Ukrainian team of physicians for the Physicians World Cup to take place in Cancun (Mexico) in summer 2019 [14].



Fig. 2.4. Characteristics of social marketing projects of the Farmak company: Education and Science

In 2018, the pilot of the Eco-School project was successfully implemented in Shostka, where the API manufacturing department of JSC Farmak is located. 9 schools of the city became its participants. Within the project, students in grades 8-11 took an 8-month educational course on global theoretical environmental issues and learned to apply the acquired knowledge in practice. The best projects aimed at solving the environmental problems of a particular school were awarded the mini-grants from JSC "Farmak" for their implementation. The successful launch of the

Eco-School project made it possible to broadcast to various parts of Ukraine, involving drivers of the environmental education movement, socially responsible business and, most importantly, the country's caring, progressive youth. In 2018, the Eco-School project was included in the top 20 social projects in Ukraine.

In 2019, Farmak expanded the boundaries of the Eco-School environmental project and included 10 schools in Kyiv. A unique textbook was developed for schoolchildren, which absorbed the most important and important issues facing the world today. The manual "Eco-School" has been approved by the Ministry of Education and Science of Ukraine [14].

The Eco-School has more than 1,200 registered students from all over Ukraine. More than 25 cities, towns and villages participated in the final mini-grant competition in 2020. In 2020, the National Center "Junior Academy of Sciences of Ukraine" joined Farmak Eco-School project.

Implemented projects in Farmak Eco-School:

- "Charging Drive". A bicycle generator that generates energy and charges mobile devices.
- Installation of fountains from which you can drink purified water.
- Installation of touch water faucets.
- "The second life of organic waste." The system of fermentation of organic waste in the form of a mini-factory is installed on the adjacent territory of the educational institution.
- "Biohumus" is a thermocomposter for processing organic waste and obtaining biohumus, which is a fertilizer for plants.
- "Drop by drop the river flows." Water saving due to installation of the economizer-aerator on the mixer. The device allows reducing water consumption by 50%.
- "Bright school". Incandescent lamps have been replaced by energy-saving LED lamps. Due to this, electricity consumption in the school can be reduced by 7 times.
- "Optimization and efficient use of heat in the room."
- "Creation of educational and research eco-clubs of the school".
- "School without plastic."

- “Creating an eco-corner”
- “Recycling for energy saving on a school basis”
- “Smart taps” [14].

The Eco-School continues to extend. An online platform has recently been launched where businesses can select and support students’ eco-projects, and the teams that have been trained and submitted their projects to participate in the competition but have not been awarded mini-grants will be able to find sponsors and implement their ideas.

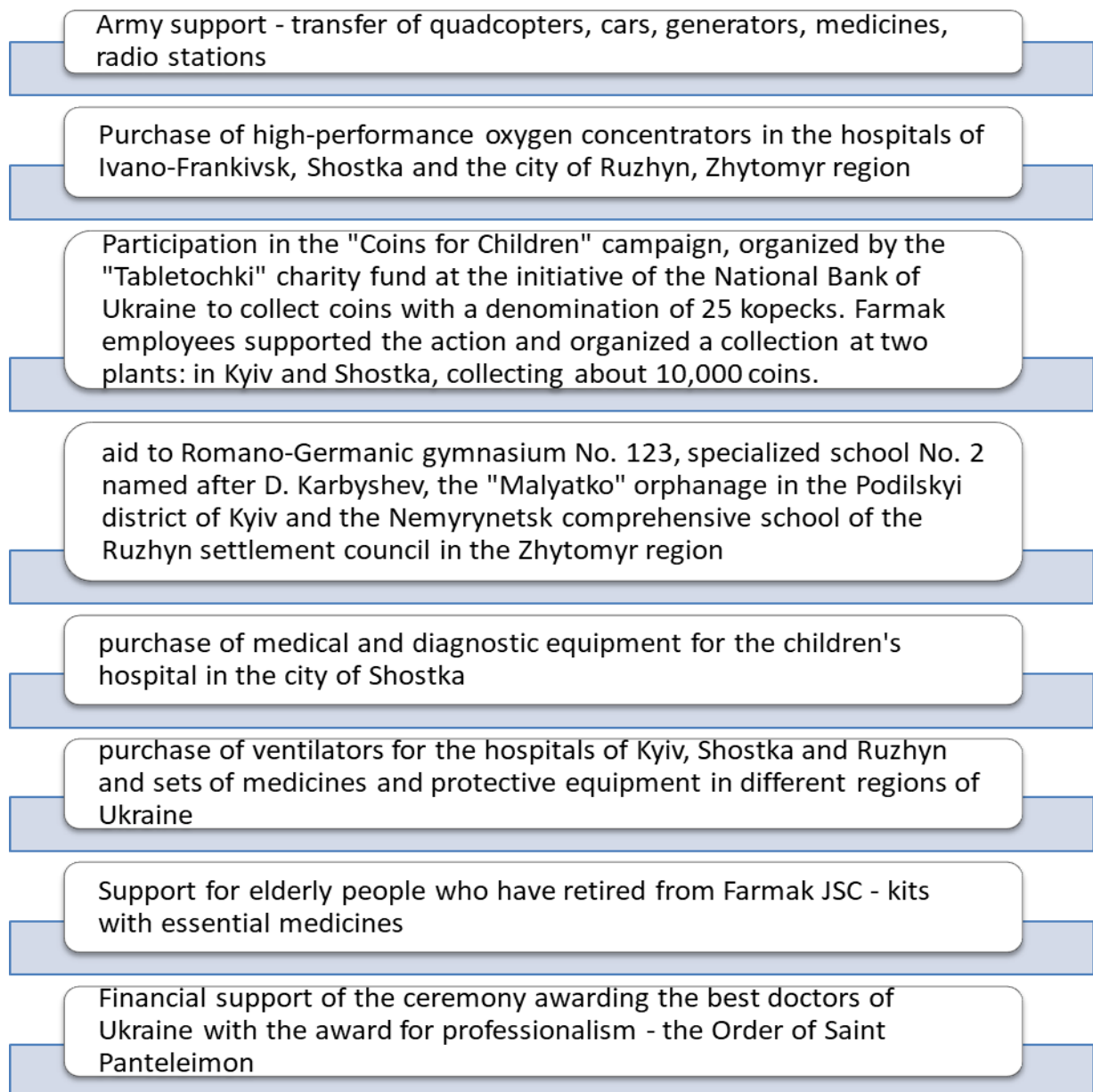


Fig. 2.5. Characteristics of social marketing projects of the Farmak company:
Charity - the Zhebrivski Family Charitable Foundation

The main task of the Farmak company in the framework of all these projects is to contribute to the development of Ukrainian society by creating and implementing projects that will benefit people in the long term, change consciousness, the system of values.

Social marketing approaches in the pharmaceutical industry are aimed at promoting healthy behaviors and improving public health outcomes, such as increasing awareness of disease prevention and management, encouraging medication adherence, and reducing stigma related to certain health conditions. Here are some key findings from research on social marketing approaches in the activities of pharmaceutical companies:

Targeted communication: Pharmaceutical companies use social marketing approaches to deliver targeted messages to specific audiences, such as patients, healthcare professionals, and policymakers. For example, a pharmaceutical company may use social media platforms to engage with patients and provide information on disease prevention and management.

Collaborative partnerships: Pharmaceutical companies often partner with healthcare organizations, patient advocacy groups, and other stakeholders to develop social marketing campaigns that address public health issues. These partnerships can help to build trust and credibility with target audiences and increase the impact of social marketing campaigns.

Patient-centered approach: Social marketing campaigns by pharmaceutical companies increasingly adopt a patient-centered approach, which involves understanding the needs, preferences, and experiences of patients and tailoring messages accordingly. For example, a campaign aimed at improving medication adherence may focus on the benefits of the medication and the potential consequences of non-adherence, rather than simply promoting the medication.

Ethical considerations: The use of social marketing by pharmaceutical companies raises ethical considerations related to transparency, objectivity, and potential conflicts of interest. For example, pharmaceutical companies may use social marketing to promote their products indirectly, which can undermine the

credibility of the message and raise concerns about commercial interests influencing public health outcomes.

Evaluation: Research indicates that pharmaceutical companies are increasingly using evaluation methods to assess the impact of their social marketing campaigns. This involves measuring changes in behavior, attitudes, and knowledge among target audiences and identifying areas for improvement.

2.4 Analysis of the features of social marketing in the retail segment of the pharmaceutical market

Social marketing in the retail segment of the pharmaceutical market involves using marketing strategies to promote pharmaceutical products to the end consumer, as well as educating them about healthcare-related issues. Here are some features of social marketing in this context:

- Focus on customer education: Social marketing in the retail segment of the pharmaceutical market places a significant emphasis on educating the end consumer. This may involve providing information about the benefits and risks of different products, as well as offering advice on managing health conditions and staying healthy.
- Use of social media: Pharmaceutical companies may use social media platforms to engage with potential customers and promote their products. This may involve sharing educational content, responding to questions or concerns from followers, and highlighting customer success stories.
- Collaboration with healthcare providers: Pharmaceutical companies may collaborate with healthcare providers, such as doctors and pharmacists, to promote their products and educate consumers about healthcare-related issues. This may involve providing educational materials and resources to healthcare providers, as well as offering financial incentives for prescribing or recommending their products.

- Focus on ethics and social responsibility: Social marketing in the retail segment of the pharmaceutical market often involves a focus on ethics and social responsibility. Companies may highlight their commitment to sustainable and responsible business practices, as well as their efforts to support charitable causes and give back to the community.
- Emphasis on customer trust: Building and maintaining customer trust is critical in the retail segment of the pharmaceutical market. Social marketing efforts may focus on building trust by providing accurate information about products and healthcare-related issues, as well as offering excellent customer service and support [1, 25, 27, 28, 34].

Social marketing in the retail segment of the pharmaceutical market involves a range of strategies aimed at educating consumers, promoting products, and building trust and credibility with customers. Companies that are successful in this area are likely to see improved sales, stronger customer relationships, and a positive reputation within the industry.

An example of the collaboration with healthcare providers in the use of social marketing in the activities of a production company and retail marker (in the pharmacy) is the "TherapyPLUS" program, created by the international pharmaceutical company AstraZeneca, represented on the territory of Ukraine by AstraZeneca Ukraine LLC.

The "TherapyPLUS" program operates on the territory of Ukraine and applies to patients with acute and chronic diseases in such areas as cardiology, endocrinology and nephrology, to whom the doctor prescribed a medicine whose international non-proprietary name is included in the Program. The Program does not apply to other drugs that are not directly included in this Program, as well as to drugs of companies other than AstraZeneca. Participation in the Program is voluntary and free of charge. This Program is aimed at increasing patients' awareness of diseases and reducing the cost of therapy for patients. For additional informational support of the Program, the website <https://www.terapiaplus.com> was created, which

contains detailed information about the conditions of participation in the program and the registration procedure on the site.

In addition, the site has a location map of pharmacies that have joined the Program, with the possibility of searching by geolocation tag and by the shortest distance. It is also possible to check the availability of the drug in the Program by its name, personal registration is possible using the card number of the participant of the program provided by the doctor.

It also contains additional useful information for patients with chronic diseases in the field of cardiology, endocrinology, and nephrology. In addition, there is an information block with frequently asked questions and answers to them and a feedback form. Particular attention is paid to the information blocks on the site, which are aimed at spreading useful information for patients and forming habits in them to analyze and monitor changes in their health and to form useful habits and "correct" behavior, which is precisely the purpose of social marketing (Fig. 2.6).

Information on the diagnosis of the state of health	about a heart attack
	how to prevent repeated myocardial infarction?
	easy to breathe - easy to live
	diabetes. appreciate life
	learn more about heart failure
Frequently asked questions:	How to get a membership card of the Therapy PLUS Program?
	Which pharmacies participate in the Therapy PLUS Program?
	Can I use the TherapyPLUS card without registration?
	What if I have several Program Cards?
	How to stop participating in the Therapy Plus Program?
	What medicines are included in the TherapyPLUS Program?
	What savings can be obtained on medicines included in the Program?
	What if I lose or damage my card?
Why do I receive SMS reminders and how can I turn them off?	

Fig. 2.6. Information pages of the "Therapy PLUS" program website

Analysis of the rules and conditions of patient support within the program made it possible to determine that the main target audience is patients with lung disease, cardiovascular pathology, and diabetes. Taking into account the specificity of these diseases, we can say that the portrait of a patient participating in the program is an elderly person with a history of several chronic pathologies. Accordingly, it is urgent to make it as easy as possible to obtain the necessary information on the specifics of treatment and prevention of complications, the availability of the necessary medicines in the nearest pharmacy, the affordability of the medicines prescribed by the doctor, etc.

CONCLUSIONS TO CHAPTER 2

In conclusion, social marketing has become an increasingly important aspect of the pharmaceutical industry, with companies utilizing a range of strategies to promote their products and educate consumers about healthcare-related issues. The unique characteristics of social marketing in the pharmaceutical sector, such as a focus on ethics and social responsibility, collaboration with healthcare providers, and the use of social media, highlight the importance of building trust and credibility with customers.

By using social marketing, pharmaceutical companies have the potential to improve their sales and customer relationships while also promoting social responsibility and ethical business practices. It is crucial for companies in this sector to continue to adapt and refine their social marketing strategies to stay competitive and meet the needs of consumers in an ever-changing healthcare landscape. With careful planning and execution, social marketing can be a powerful tool for pharmaceutical companies to engage with customers and promote their products while also improving public health and advancing social causes.

CHAPTER 3. DIRECTIONS OF IMPROVEMENT OF SOCIAL MARKETING APPROACHES IN THE PHARMACEUTICAL SECTOR OF THE HEALTHCARE SECTOR

3.1. Analysis of the benefits of social and ethical marketing technologies

Social and ethical marketing technologies offer many benefits to businesses that are committed to sustainability, transparency, and social responsibility. While there are challenges and limitations associated with these technologies, the adoption of a strategic and integrated approach can help businesses maximize their impact and drive long-term success.

Moreover, the adoption of social and ethical marketing technologies can also help businesses to strengthen their brand reputation and build trust with customers and stakeholders. This is particularly important in the healthcare sector, where trust and credibility are essential for ensuring patient safety and well-being.

One example of how social and ethical marketing technologies are being used in the healthcare sector is the implementation of patient engagement platforms. These platforms allow patients to access and manage their health information, communicate with healthcare providers, and participate in clinical trials and research studies. By promoting patient engagement and empowerment, these technologies can help to improve healthcare outcomes, enhance patient satisfaction, and build trust between patients and healthcare providers.

Another example of how social and ethical marketing technologies are being used in the healthcare sector is the implementation of virtual reality (VR) and augmented reality (AR) technologies. These technologies allow patients to experience and interact with medical procedures and treatments in a virtual environment, helping to reduce anxiety and improve treatment adherence. They can also be used for medical training and education, enabling healthcare professionals to develop and refine their skills in a safe and controlled environment.

However, the adoption of social and ethical marketing technologies in the healthcare sector also presents unique challenges and considerations. For example, the use of patient data raises privacy and security concerns, and the implementation of new technologies requires extensive testing and validation to ensure their safety and effectiveness.

Overall, the adoption of social and ethical marketing technologies in the healthcare sector can offer many benefits, including improved patient outcomes, enhanced patient engagement and empowerment, and strengthened trust and credibility between patients and healthcare providers. However, businesses must also be aware of the challenges and limitations associated with these technologies, and adopt a strategic and integrated approach to their implementation and use.

For social marketing to work at its full potential, it is necessary to involve a certain set of measures, the effectiveness of which is individual for each specific case and in accordance with the main tasks that it is aimed at solving. We have summarized the key tasks of implementing social marketing technologies in the modern market (Fig. 3.1).

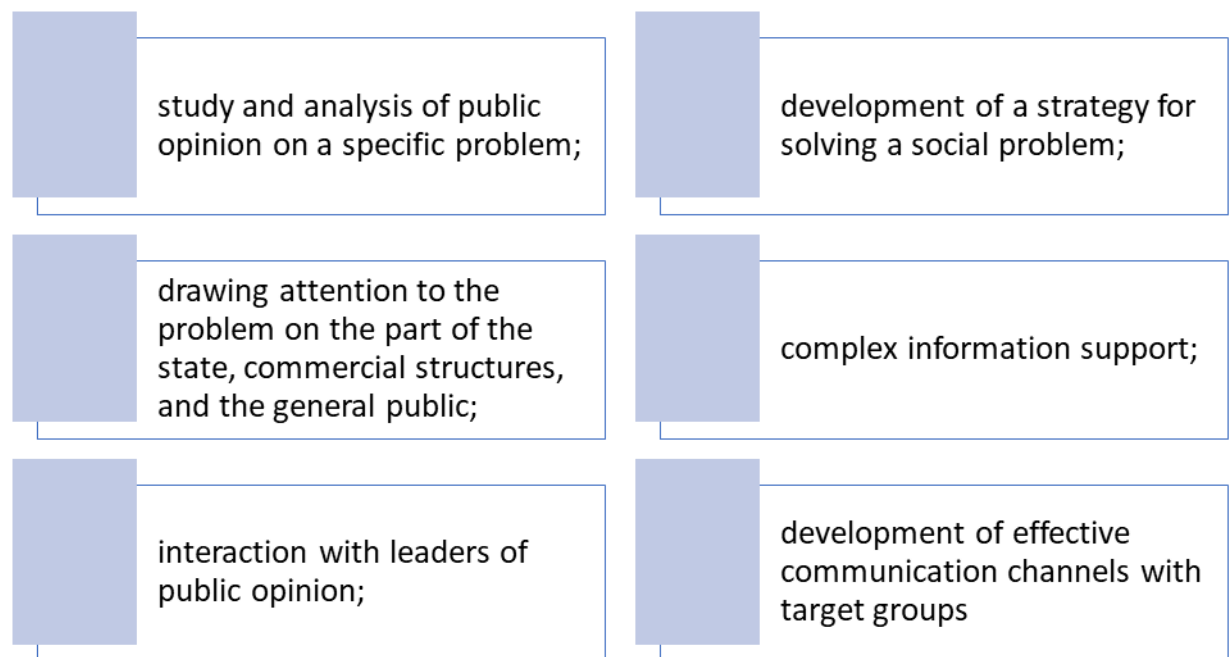


Fig. 3.1. Key tasks of implementing social marketing technologies

According to the analysis of literary sources, data from the websites of the world's leading companies regarding the practice of implementing social marketing, it was determined that the following are among the most common measures that help achieve the specified tasks like charity events, in particular various promotions, the funds received from which are directed to help the needy; fundraising – collection of donations to solve certain social problems; sponsorship – financing of socially significant programs by companies or individuals who have the necessary funds at their disposal.

The effectiveness of social marketing also depends on the competent planning of each step, and on the detailed definition of the company's tasks in the short and long term. So, first of all, you should choose a field that is as close as possible to the company's activities and to the range of interests of its target audience of consumers. At the same time, it is best to choose a narrowly focused field and it is necessary to count on the long-term activity of charity events. Then they will firmly enter the minds of customers and will be associated with the brand. In addition, everything should be done so that as many people as possible learn about the program through various advertising campaigns. This will help raise the necessary funds and popularize the product or company brand [10, 14, 22].

Social marketing helps change the behavior of the masses for the greater good. By implementing this approach, companies are not trying to change people's perceptions in their favor, but are trying to make social changes. Marketing methods allow companies to contribute to the welfare of society. Unlike commercial marketing, social marketing focuses on solving problems that arise in the world. It aims to raise awareness, change behavior and help the environment in which people live. These goals can be achieved when people are ready for change. According to statistics, 80 out of 100 adults are ready to contribute to social change [8, 20, 21].

According to the recommendations of marketers, we can single out five main areas of formation of socially oriented marketing activity, which will generate maximum benefits for the company that implements it and for society. These directions include conducting a study of the company's audience, to form

persuasiveness, choosing the right password, intelligent use of visual aids, use of methods of influence on behavior (fig. 3.2).



Fig. 3.2. Main directions of formation of socially oriented marketing activity

Social and ethical marketing technologies offer many benefits to businesses that are committed to sustainability, transparency, and social responsibility. By leveraging these technologies, businesses can enhance their brand reputation, build trust with customers and stakeholders, and drive innovation and growth. However, the adoption of these technologies also presents challenges and limitations, and businesses must adopt a strategic and integrated approach to maximize their impact and drive long-term success. It is important for businesses to prioritize the ethical considerations associated with the adoption and use of social and ethical marketing technologies. This includes ensuring that these technologies do not infringe on the privacy and rights of customers and stakeholders, and that they promote sustainable and socially responsible business practices. Additionally, businesses must ensure that they have the necessary resources and expertise to implement and manage these technologies effectively [4, 17, 21, 25-28].

In order to ensure that social and ethical marketing technologies are implemented and used in a responsible and ethical manner, businesses should consider the following best practices: conduct a thorough risk assessment, develop a clear ethical framework, build cross-functional teams, implement appropriate governance structures, engage with stakeholders. For example:

- Businesses should conduct a comprehensive risk assessment to identify potential risks and issues associated with the adoption and use of social and ethical marketing technologies. This includes evaluating the impact of these technologies on customer privacy, data security, and business operations.
- Businesses should develop a clear ethical framework that outlines their values and principles related to sustainability, social responsibility, and ethical business practices. This framework should guide the adoption and use of social and ethical marketing technologies, and ensure that these technologies align with the company's values and principles.
- Businesses should build cross-functional teams that bring together expertise from different departments, such as marketing, technology, and legal, to ensure that social and ethical marketing technologies are implemented and managed

effectively. These teams should also include representatives from relevant stakeholder groups, such as customers and suppliers.

- Businesses should implement appropriate governance structures to oversee the adoption and use of social and ethical marketing technologies. This includes establishing clear roles and responsibilities, implementing effective communication channels, and ensuring that decision-making processes are transparent and accountable.

- Businesses should engage with stakeholders, such as customers, suppliers, and regulators, to understand their needs and expectations related to social and ethical marketing technologies. This includes soliciting feedback, addressing concerns, and incorporating stakeholder input into decision-making processes [15, 28, 31].

Moreover, businesses should also consider the potential impact of social and ethical marketing technologies on their broader social and environmental responsibilities. For example, the adoption of these technologies may result in increased energy consumption, waste generation, or other negative environmental impacts. Businesses should therefore strive to minimize these impacts and ensure that their use of social and ethical marketing technologies aligns with their broader sustainability goals. It is worth noting that social and ethical marketing technologies are constantly evolving and advancing, and businesses must be prepared to adapt and innovate in order to remain competitive and socially responsible. This requires a commitment to ongoing learning and development, and a willingness to experiment and take risks in order to drive innovation and growth.

The adoption of social and ethical marketing technologies can offer many benefits to businesses, including improved customer engagement and empowerment, enhanced brand reputation and trust, and greater innovation and growth. However, businesses must also be aware of the potential challenges and limitations associated with these technologies, and prioritize ethical considerations in their adoption and use. By adopting a strategic and integrated approach, and implementing best practices to ensure responsible and ethical use, businesses can

maximize the benefits of social and ethical marketing technologies and drive long-term success.

3.2. Improving social marketing approaches in the pharmaceutical market

The pharmaceutical industry is one of the largest and most important sectors in the healthcare industry. It is responsible for researching, developing, producing, and distributing drugs that improve the health and well-being of people around the world. However, as with any industry, the pharmaceutical sector faces numerous challenges, including increasing competition, regulatory constraints, and rising healthcare costs. In recent years, there has been growing interest in the use of social marketing approaches to address some of these challenges and improve the effectiveness of pharmaceutical marketing efforts. Social marketing involves the application of marketing principles and techniques to achieve social objectives, such as promoting healthy behaviors, reducing health disparities, and enhancing access to healthcare [25, 28].

At the previous stages of the analysis, it was determined that the concept of social marketing is based on the fact that the wishes of consumers do not always correspond to their interests, as well as the interests of society as a whole; consumers prefer enterprises (organizations) and their goods / services that demonstrate care for the satisfaction of their desires and needs, individual and social well-being. And accordingly, the main task of the organization is adaptation to the target markets in order to ensure not only the satisfaction of the wishes and needs of its consumers, but also individual and collective well-being in order to attract and maintain their loyalty. As foreign and domestic experience shows, social marketing helps society in solving such problems as:

- reduction of irrational demand for certain types of goods or services;
- raising the general standard of living;
- provision of social guarantees;

- assistance to homeless children, orphans, disabled children;
- social protection of the elderly;
- improving population health and quality of life [3, 15, 25-28].

In practice, social responsibility approaches of business entities are used to implement such tasks and directions. Such measures emphasize their understanding of their functions in the system of existing social relations; awareness of the need to observe norms that have developed spontaneously or established by society; evaluation of their actions from the point of view of their consequences for themselves and for society; readiness to change one's strategy in case of detection of deviations and violations that cause negative consequences for individuals, society, the region or on a global scale [24, 29, 36].

Pharmaceutical companies face numerous challenges in promoting their products and services through social marketing campaigns. By improving their social marketing approaches, pharmaceutical companies can enhance their reputation, increase patient engagement and adherence, and ultimately improve public health outcomes.

For example, the FDA regulates pharmaceutical advertising and promotional materials to ensure that they are truthful and not misleading. Additionally, public trust in pharmaceutical companies has declined in recent years due to concerns about drug pricing, safety, and efficacy. Finally, patients may have limited access to information about pharmaceutical products and services, particularly in low-income countries. The FDA regulates pharmaceutical marketing to ensure that drug advertising is truthful and not misleading. This can limit the effectiveness of social marketing campaigns, as pharmaceutical companies must ensure that their advertisements comply with these regulations. For example, advertisements must accurately describe the risks and benefits of the product and must not exaggerate the drug's effectiveness or safety. [1, 28].

Public trust in pharmaceutical companies has declined in recent years due to concerns about drug pricing, safety, and efficacy. This can make it difficult for pharmaceutical companies to implement effective social marketing campaigns, as

patients may be skeptical of their messages. Pharmaceutical companies can address this by being transparent about their research and development processes, pricing policies, and safety data [28, 34].

Patients may have limited access to information about pharmaceutical products and services, particularly in low-income countries. This can hinder social marketing campaigns, as patients may not be aware of the benefits of certain drugs or therapies. Pharmaceutical companies can address this by providing accurate and accessible information through websites, patient education materials, and social media platforms.

However, despite the numerous challenges faced by pharmaceutical companies when using social marketing approaches, it offers numerous advantages.

Benefits of social marketing in the pharmaceutical market:

- **Improved public health outcomes:** Social marketing campaigns can improve public health outcomes by raising awareness about disease prevention and treatment, and by increasing access to healthcare services. For example, a social marketing campaign promoting vaccination can help to prevent the spread of infectious diseases, while a campaign promoting cancer screenings can help to detect cancer at an early stage.
- **Increased patient engagement and adherence:** Social marketing campaigns can help to increase patient engagement and adherence to medication and treatment regimens. For example, a social marketing campaign promoting medication adherence can help to remind patients to take their medication as prescribed, while a campaign promoting healthy lifestyle habits can encourage patients to make positive changes in their daily routines.
- **Enhanced brand reputation:** Social marketing campaigns can also enhance a pharmaceutical company's brand reputation by promoting its products and services in a responsible and ethical manner. By engaging with patients and other stakeholders, pharmaceutical companies can demonstrate their commitment to improving public health and promoting patient well-being.

Pharmaceutical companies can improve their social marketing approaches by engaging with patients and other stakeholders to better understand their needs and preferences. This can help to ensure that social marketing campaigns are relevant and effective. Social media and other digital channels offer pharmaceutical companies an opportunity to reach a large and diverse audience with targeted messages. By utilizing these channels, companies can improve the reach and effectiveness of their social marketing campaigns [28, 34].

Case Studies Social marketing campaigns in the pharmaceutical industry have proven to be effective in raising awareness, educating the public, and improving public health outcomes. The Pfizer "Get Old" campaign is an excellent example of the power of social marketing in the pharmaceutical industry. The campaign aimed to change the conversation around aging and encourage people to embrace their age and take control of their health. The campaign included a variety of content, such as an interactive website with health resources and social media campaigns. The campaign reached over 10 million people and was successful in changing the conversation around aging.

Another successful social marketing campaign in the pharmaceutical industry is Eli Lilly's "Lilly for Better Health" program. The program aimed to provide resources and support for people with chronic conditions such as diabetes, cancer, and depression. The campaign included a website with health resources, a mobile app, and social media campaigns. The program was successful in helping patients manage their chronic conditions and improving health outcomes.

These case studies demonstrate the potential of social marketing in the pharmaceutical industry. Social marketing campaigns can be used to change the conversation around health, educate the public, and improve public health outcomes. By using social media, interactive websites, and other digital resources, pharmaceutical companies can connect with patients and provide them with valuable health resources [1, 27-30].

CONCLUSIONS TO CHAPTER 3

Thus, the conducted studies showed that for enterprises that adhere to the concept of social marketing, in particular, focusing efforts on creating a positive image, improving the quality of business management, the result will be not only an increase in the productivity of personnel, a reduction in operating costs, an increase in sales and an increase in customer loyalty, investment attractiveness, as well as strengthening competitiveness on the national and international markets. In turn, such measures make it possible to effectively influence society, solving social problems through influencing the behavior and habits of the population. However, a mandatory condition for positive changes is the systematic use of such an approach, since social marketing is long-term marketing by its results. Enterprises that have decided to conduct business on the basis of socially responsible marketing cannot and should not be limited only to periodic donations for socially useful purposes. In order to ensure the favorable development of social marketing, it is advisable to more widely promote the successful experience of business organization based on the concept of social marketing in mass media, to form a complete information bank of data on social projects and business participation in them.

GENERAL CONCLUSIONS

1. An analysis of scientific literature, periodicals on researched issues of social marketing, its principles and methods of use in modern market conditions was carried out.

2. The differences between commercial and social marketing are summarized. It was determined that there is a difference in terms of using various tools, approaches in assessing the needs of the target audience and its problems. It was determined that the main directions of social marketing are medical, cultural, sports, ecological, educational, religious, charitable. Among the varieties of social marketing, there are social-ethical, socially-responsible, and socially-oriented.

3. Conducting an analysis of the practice of using social marketing in the field of health care showed that there are excellent approaches for enterprises in the pharmaceutical market. It was determined that the main tools for achieving the desired reaction from society are the positioning of socially oriented ideas through the promotion of their products or through the promotion of the company's brand.

4. The main advantages for the use of social marketing in the pharmaceutical market for all participants - manufacturers, sellers, and consumers - have been determined.

5. Based on the results of the research, promising approaches for using social marketing in the activities of companies in the pharmaceutical sector of the health care sector are summarized.

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National University of Pharmacy

Faculty for foreign citizens' education
Department of social pharmacy

Level of higher education master

Specialty 226 Pharmacy, industrial pharmacy
Educational program Pharmacy

APPROVED
The Head of Department
of Social Pharmacy

Alina VOLKOVA
“28” of September 2022

ASSIGNMENT
FOR QUALIFICATION WORK
OF AN APPLICANT FOR HIGHER EDUCATION

El Mehdi HEMAMOU

1. Topic of qualification work: «Research of social marketing approaches in the activities of pharmaceutical companies»,
supervisor of qualification work: Alina VOLKOVA, PhD, assoc. prof.,

approved by order of NUPh from “06th” of February 2022 № 35

2. Deadline for submission of qualification work by the applicant for higher education: April 2023.

3. Outgoing data for qualification work: data from scientific and periodical literature in accordance with research objectives; reports of pharmaceutical companies, official web pages of pharmaceutical companies.

4. Contents of the settlement and explanatory note (list of questions that need to be developed): to analyze scientific literature, periodicals on the researched problem; to generalize the differences between commercial and social marketing, define the principles and approaches of social marketing; to analyze the practice of using social marketing in the field of health care; to analyze approaches to the implementation of social marketing in the activities of companies in the pharmaceutical market; to propose social marketing approaches in the activities of companies in the pharmaceutical sector of health care.

5. List of graphic material (with exact indication of the required drawings):
Tables – 0, figures – 12

6. Consultants of chapters of qualification work

Chapters	Name, SURNAME, position of consultant	Signature, date	
		assignment was issued	assignment was received
1	Alina VOLKOVA, associate professor of higher education institution of department Social Pharmacy	30.09.2022	30.09.2022
2	Alina VOLKOVA, associate professor of higher education institution of department Social Pharmacy	15.11.2022	15.11.2022
3	Alina VOLKOVA, associate professor of higher education institution of department Social Pharmacy	23.12.2022	23.12.2022

7. Date of issue of the assignment: «28» of September 2022.

CALENDAR PLAN

№	Name of stages of qualification work	Deadline for the stages of qualification work	Notes
1	Analysis of scientific, periodic literature on the topic of qualification work	October 2022	done
2	A study of social marketing approaches in the pharmaceutical healthcare sector: analysis of social marketing approaches in the activities of pharmaceutical enterprises and pharmacies	November – December 2022	done
3	Summarizing directions for improving social marketing approaches in the pharmaceutical sector of the health care sector	January-February 2023	
4	Summary of the results of the study	March 2023	done
5	Finalizing the work, preparing the report	April 2023	done

An applicant of higher education

El Mehdi HEMAMOU

Supervisor of qualification work

Alina VOLKOVA

ВИТЯГ З НАКАЗУ № 35
По Національному фармацевтичному університету
від 06 лютого 2023 року

нижченаведеним студентам 5-го курсу 2022-2023 навчального року, навчання за освітнім ступенем «магістр», галузь знань 22 охорона здоров'я, спеціальності 226 – фармація, промислова фармація, освітня програма – фармація, денна форма здобуття освіти (термін навчання 4 роки 10 місяців та 3 роки 10 місяців), які навчаються за контрактом, затвердити теми кваліфікаційних робіт:

Прізвище студента	Тема кваліфікаційної роботи	Посада, прізвище та ініціали керівника	Рецензент кваліфікаційної роботи
• по кафедрі соціальної фармації			
Хемаму Ел Мехді	Дослідження підходів соціального маркетингу у діяльності фармацевтичних компаній	Research of social marketing approaches in the activities of pharmaceutical companies	доц. Волкова А.В. доцент Бондарєва І. В.

Підстава: подання А.І.Скапа, згода ректора

Ректор

Вірно. Секретар



ВИСНОВОК

**Комісії з академічної доброчесності про проведену експертизу
щодо академічного плагіату у кваліфікаційній роботі
здобувача вищої освіти**

№ 114217 від « 29 » травня 2023 р.

Проаналізувавши випускню кваліфікаційну роботу за магістерським рівнем здобувача вищої освіти денної форми навчання Хемаму Ел Мехді, 5 курсу, _____ групи, спеціальності 226 Фармація, промислова фармація, на тему: «Дослідження підходів соціального маркетингу у діяльності фармацевтичних компаній/ Research of social marketing approaches in the activities of pharmaceutical companies», Комісія з академічної доброчесності дійшла висновку, що робота, представлена до Екзаменаційної комісії для захисту, виконана самостійно і не містить елементів академічного плагіату (копіляції).

**Голова комісії,
професор**



Інна ВЛАДИМИРОВА

1%

25%

REVIEW

of scientific supervisor for the qualification work of the master's level of higher education of the specialty 226 Pharmacy, industrial pharmacy

El Mehdi HEMAMOU

on the topic: «RESEARCH OF SOCIAL MARKETING APPROACHES IN THE ACTIVITIES OF PHARMACEUTICAL COMPANIES».

Relevance of the topic. The conditions of development of the modern pharmaceutical market require companies presenting their goods or providing services to revise their marketing approaches. Since the time when the main task of marketing was to achieve the maximum profit for the enterprise and satisfy the needs of the potential consumer, the need to preserve the welfare of society also appeared. Since problems of a social nature are increasingly becoming the subject of scientific research and public discussions, it is social marketing that is left with the right to resolve such issues.

Practical value of conclusions, recommendations and their validity. The student conducted an analysis of scientific literature and summarized the components and principles of commercial and social marketing. Based on the results of the analysis of the implementation of the principles of social marketing by medication manufacturers, proposals for improving social marketing approaches in the pharmaceutical market have been developed and substantiated.

Assessment of work. During the research the student showed a creative approach to the solution of the tasks, diligently conducted research work, summarized and presented the results properly, which indicates the awareness of the problem and the proper level of its development. The work is carried out at a sufficient scientific level.

General conclusion and recommendations on admission to defend. In general, the qualification work of El Mehdi HEMAMOU on the topic «Research of social marketing approaches in the activities of pharmaceutical companies» is performed at the proper level, meets the requirements of the "Regulations on the preparation and protection of qualification works at the National University of Pharmacy" and can be recommended for defense in the Examination commission.

Scientific supervisor

Alina VOLKOVA

«6th» of April 2023

REVIEW

**for qualification work of the master's level of higher education, specialty 226
Pharmacy, industrial pharmacy**

El Mehdi HEMAMOU

**on the topic: «RESEARCH OF SOCIAL MARKETING APPROACHES IN
THE ACTIVITIES OF PHARMACEUTICAL COMPANIES»**

Relevance of the topic. At this stage of the development of the pharmaceutical market, the transition from outdated work methods to innovative approaches using social marketing is one of the ways to solve many of the current social problems. However, the development of social marketing in the activities of pharmaceutical enterprises does not have stable dynamics and requires improvement of approaches, since, on the one hand, there are enterprises that actively implement social marketing, and according to others, the time and money spent on the implementation of such innovations will not exceed the benefits of them.

Theoretical level of work. The structure and content of the qualification work are traditional. The student analyzed periodical scientific publications, popular science and educational methodological publications, and summarized results of this analysis are presented in the paper.

Author's suggestions on the research topic. According to the results of the analysis of the use of social marketing technologies in the modern pharmaceutical market, directions for the use of social programs have been determined.

Practical value of conclusions, recommendations and their validity. Acquaintance with the qualification work gives reasons to assert the expediency of the conducted research and the practical value of the proposed recommendations, which are based on applied results.

Disadvantages of work. Minor typos and grammatical errors are present in the text.

General conclusion and assessment of the work. According to the relevance and the results of the research qualification work of El Mehdi HEMAMOU on the topic «Research of social marketing approaches in the activities of pharmaceutical companies » meets the requirements for master's works and can be recommended for official defense in the Examination commission.

Reviewer

Associate professor Iryna BONDARIEVA

«13th» of April 2023

ВИТЯГ

з протоколу засідання кафедри соціальної фармації

№ 12 від «20» квітня 2023 року

ПРИСУТНІ: зав. каф. доц. Волкова А. В., доц. Кубарева І.В., доц. Овакімян О.С., доц. Болдарь Г.Є., доц. Корж Ю.В., доц. Терещенко Л.В., доц.Гавриш Н.Б., доц. Калайчева С.Г., ас. Пилюга Л.В., ас. Сєврюков О.В., ас. Сурікова І.О., ас. Тарасенко Д.Ю., ас. Ноздріна А.А

ПОРЯДОК ДЕННИЙ: Про представлення до захисту в Екзаменаційній комісії кваліфікаційних робіт.

СЛУХАЛИ: завідувачку кафедри доц. Волкову А. В. з рекомендацією представити до захисту в Екзаменаційній комісії кваліфікаційну роботу здобувача вищої освіти спеціальності 226 Фармація, промислова фармація Хемаму Ел Мехді на тему: «Дослідження підходів соціального маркетингу у діяльності фармацевтичних підприємств».

Науковий керівник: к.фарм.н., доцент кафедри СФ Волкова А.В.

Рецензент: к. фарм. н., доцент кафедри ФММ Бондарева І.В.

ВИСТУПИЛИ: доц. Корж Ю.В., доц. Овакімян О.С., доц. Болдарь Г.Є. висловили рекомендації до кваліфікаційної роботи Хемаму Ел Мехді

УХВАЛИЛИ: Рекомендувати до захисту в Екзаменаційній комісії кваліфікаційну роботу здобувача вищої освіти Хемаму Ел Мехді на тему: «Дослідження підходів соціального маркетингу у діяльності фармацевтичних підприємств».

Завідувачка каф. СФ, доцент _____ Аліна ВОЛКОВА

Секретар, асистент _____ Альміра НОЗДРІНА

НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ

ПОДАННЯ ГОЛОВІ ЕКЗАМЕНАЦІЙНОЇ КОМІСІЇ ЩОДО ЗАХИСТУ КВАЛІФІКАЦІЙНОЇ РОБОТИ

Направляється здобувач вищої освіти Ел Мехді ХЕМАМУ до захисту кваліфікаційної роботи за галуззю знань 22 Охорона здоров'я спеціальністю 226 Фармація, промислова фармація освітньою програмою Фармація на тему: «Дослідження підходів соціального маркетингу у діяльності фармацевтичних компаній».

Кваліфікаційна робота і рецензія додаються.

Декан факультету _____ / Світлана КАЛАЙЧЕВА /

Висновок керівника кваліфікаційної роботи

Здобувач вищої освіти Ел Мехді ХЕМАМУ під час виконання кваліфікаційної роботи продемонстрував уміння працювати з науковими даними, проводити їх узагальнення, аналізувати та узагальнювати результати дослідження. Усі поставлені завдання відповідно до мети роботи було виконано у повному обсязі. Результати дослідження належним чином оброблені і представлені.

Таким чином, кваліфікаційна робота може бути рекомендована до офіційного захисту в Екзаменаційній комісії Національного фармацевтичного університету.

Керівник кваліфікаційної роботи

Аліна ВОЛКОВА

«06» квітня 2023 р.

Висновок кафедри про кваліфікаційну роботу

Кваліфікаційну роботу розглянуто. Здобувач вищої освіти Ел Мехді ХЕМАМУ допускається до захисту даної кваліфікаційної роботи в Екзаменаційній комісії.

Завідувачка кафедри
соціальної фармації

Аліна ВОЛКОВА

«20» квітня 2023 р.

Qualification work was defended
of Examination commission on

« ____ » _____ 2023

With the grade _____

Head of the State Examination commission,

DPharmSc, Professor

_____ / Oleh SHPYCHAK /