



Jordan University of Science and Technology
Faculty of Pharmacy
Pharmacy Department

PHAR565 Pharmaceutical Marketing - JNQF Level: 7

First Semester 2024-2025

Course Catalog

2 Credit Hours. The marketing ideas and techniques to build practices, develop innovative services, and generate business for employers or organizations within the scope of pharmacy.

Teaching Method: Electronic Course

Text Book

Title	Marketing for Pharmacists: Providing and Promoting Pharmacy
Author(s)	David A. Holdford, RPh, PhD
Edition	3rd Edition
Short Name	Refer#1
Other Information	

Course References

Short name	Book name	Author(s)	Edition	Other Information
Ref. 2	Pharmaceutical Marketing	Brent L Rollins, Matthew Perri	1st Edition	

Instructor

Name	Dr. Qais Al-Efan
Office Location	P1L1
Office Hours	
Email	qmefan@just.edu.jo

Class Schedule & Room

Section 1:
Lecture Time: Mon : 17:00 - 18:00
Room: مزامن الحضور منصة الكترونية

Section 2:
Lecture Time: Wed : 17:00 - 18:00
Room: مزامن الحضور منصة الكترونية

Tentative List of Topics Covered

Weeks	Topic	References
Weeks 1, 2	Introduction to marketing	From Refer#1
Week 3	Important marketing concept	From Refer#1
Week 4	Managing service performance	From Refer#1
Week 5	Designing pharmacy services	From Refer#1
Week 6	Consumer behavior	From Refer#1
Weeks 7, 8	Consumers evaluation of service	From Refer#1
Weeks 9, 10	Strategic marketing planning	From Refer#1
Week 11	Marketing strategies	From Refer#1
Week 12	Market segmentation	From Refer#1
Weeks 13, 14	Promotional Marketing Activities and Practices	From Ref. 2

Mapping of Course Outcomes to Program Outcomes and NQF Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Demonstrate proper marketing skills [1PLO1.1] [1L7K1, 1L7S2]	20%	Midterm Exam, Project
Use marketing in promoting pharmaceutical firms, services and products [1PLO3.1] [1L7S1, 1L7S3, 1L7C2]	10%	Final Exam

Solve issues associated with managing service performance [1PLO3.1] [1L7S1]	10%	Midterm Exam
Illustrate basic marketing concepts [1PLO1.1] [1L7K1]	30%	Midterm Exam
Design different marketing and segmentation strategies can be utilized for competition in the pharmaceutical market [1PLO2.2] [1L7C1, 1L7C3]	20%	Final Exam
Predict consumer behavior for choosing appropriate marketing mix and plans [1PLO2.3] [1L7C1, 1L7C2]	10%	Midterm Exam

PLO1.1	PLO2.1	PLO3.2	PLO3.3	PLO2.2	PLO2.3	PLO2.4	PLO3.1	PLO3.4	PLO3.5	PLO3.6	PLO4.1	PLO4.2	PLO4.3	PLO4.4	PLO5.1	PLO-PT1.1	PLO-PT2.1	PLO-PT2.2	PLO-PT3.1
50				20	10		20												

Relationship to NQF Outcomes (Out of 100%)						
L7K1	L7S1	L7S2	L7S3	L7C1	L7C2	L7C3
40	13.33	10	3.33	15	8.33	10

Evaluation	
Assessment Tool	Weight
Midterm Exam	50%
Project	10%
Final Exam	40%

Policy	
Communicating with Instructors	Students should communicate through their official JUST emails. Communication through personal email accounts (yahoo, Gmail, Hotmail, etc.) or social media will NOT be accepted, and no response will be provided. Students are required to check their emails and the E-learning page of the course regularly for announcements and notifications.
Exams	All exams are closed books and notes. The final exam is comprehensive (covers all the material). The first, second, and midterm incomplete exams need approval from the departments' heads. The final incomplete exams need approval from the dean.
Cheating	Prohibited; The commitment of the acts of cheating and deceit such as copying during examinations, altering examinations for re-grade, plagiarism of homework assignments, and in any way representing the work of others as your own is dishonest and will not be tolerated. Standard JUST policy will be applied. المادة 7: إذا ضبط الطالب أثناء الامتحان أو الاختبار متلبساً بالغش فتوقع عليه العقوبات التالية مجتمعة: أ- اعتباره راسياً في ذلك الامتحان أو الاختبار ب- إلغاء تسجيله في بقية المسابقات المسجل لها في ذلك الفصل ج- فصله من الجامعة لمدة فصل دراسي واحد، و هو الفصل التالي للفصل الذي ضبط فيه
Attendance	Attendance is mandatory and will be recorded regularly. Excellent attendance is expected. Students who miss more than 20% of the classes will be dropped from the course as per JUST policy. If you miss class, it is your responsibility to find out about any announcements or assignments you may have missed.
Active learning and students participation	Students are expected to actively participate in class discussions.
Classroom Etiquette	Respect o Respect people, places, and things. o Raise your hand to speak. o Listen respectfully. o Food and drink are not permitted in class. o Do not engage in aside conversations. Participation or Disruption: o Do not hesitate to ask questions at any time, especially if you are unsure of something. o Listen to other students' questions to avoid asking the same question five minutes later. o Allow your classmates to participate in class discussions and refrain from taking advantage of all opportunities for active participation. Cell Phones and Electronic Devices: o Texting is not permitted in class. o The use of cell phones, smartphones, or other mobile communication devices is disruptive and is therefore prohibited during class without permission. o Your phone should be turned off. If you must keep your phone on, you should set it to vibrate or silent mode and leave class if you receive an emergency call. o Except in emergencies, those using such devices must leave the classroom for the remainder of the class period. o Do not use your laptop in class for browsing the Internet or using social media while in class. Missing a Class o Do not miss classes. It is not appropriate to ask the professor if you missed anything important if you miss class. Obviously, something of importance was missed, you missed a whole class! o Whenever you are absent from class, it is your responsibility to make up the work and to get notes, not your professors. o If you need to leave early, notify the instructor. Be Punctual o Make sure you arrive to class on time.
Withdraw	Last day to drop the course is before the twelve (12th) week of the current semester
Virtual Classroom Etiquette	Be on time to class. Be in a quiet place and comfortable space. Mute your microphone when you are not speaking. Turn on your video (optional). Raise your virtual hand should you have any questions or want to contribute to class discussion. It is the responsibility of students to secure internet connections for their online courses to avoid interruptions and inconvenience during class time.

Email Etiquette	<p>Type your email in the body of the email NOT in the subject line.</p> <p>Provide a clear subject line. Keep it short and to the point, but not vague. Name, class, and what the email is specifically about should be in the subject line.</p> <p>Body of the email: Your emails should always start with a formal greeting like you would in a letter, be brief (one screen length), check your spelling/grammar/punctuation, use a professional font (not decorative), and include a salutation aligned with your message (Thank you or Sincerely).</p> <p>Avoid sending an email to your professor asking about grades or complaining about them. Schedule an appointment to meet in person to discuss areas for improvement if you have inquiries.</p> <p>Consider the impression your tone will make in the email. It is recommended waiting 24 hours before sending an email or responding to an email if you are emotionally charged.</p> <p>It is not appropriate to write in ALL CAPS. This conveys the impression that you are shouting at the recipient.</p> <p>Make sure you read and reread your email before sending it. Make sure your emails are grammatically correct, have proper titles, and are properly spelled.</p> <p>If you have multiple questions or the message runs long, you might consider revising the message or scheduling a face-to-face meeting.</p> <p>You should double-check your ATTACHMENTS. Refer to your attachments within the body of your email. It is advisable to avoid attaching large files and to consider sending the document as a PDF.</p> <p>Please allow sufficient time for a response. The sender and receiver should both allow sufficient time. As a rule of thumb, 24 work hours should be given. If sending emails after official work hours or during formal vacations, a delay in response is expected. Following that, if no response is received, you can follow up.</p>
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