



Jordan University of Science and Technology
Faculty of Pharmacy
Pharmacy Department

PHAR749 Advanced Pharmaceutical Marketing - JNQF Level: 7
First Semester 2024-2025

Course Catalog
3 Credit Hours. This course covers the marketing fundamentals beginning with strategy, target marketing and opportunity analysis, then developing the marketing mix, pricing pharmaceuticals, channels of distribution and an introduction to customer driven marketing strategy. The graduates of this course will learn the complex marketing fundamentals required to manage work in community and hospital pharmacies, and pharmaceutical companies together with a detailed explanation of interactions between clinical and marketing departments in particular as well as other departments of the pharmaceutical company. It also provides the students with an indepth understanding of the global development and marketing of pharmaceuticals with an emphasis on the Jordan system.
Teaching Method: On Campus

Text Book	
Title	Pharmaceutical Marketing A Practical Guide
Author(s)	Dimitris Dogramatzis
Edition	1st Edition
Short Name	Ref. 1
Other Information	

Course References

Short name	Book name	Author(s)	Edition	Other Information
Ref. 2	Marketing for Pharmacists	David Holdford	2nd Edition	
Ref. 3	Marketing Management	Greg Marshall & Mark Johnston	4th Edition	

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

Class Schedule & Room
Section 1: Lecture Time: Sun, Tue : 12:30 - 14:00 Room: U

Tentative List of Topics Covered		
Weeks	Topic	References
Weeks 1, 2	The Pharmaceutical Marketing (Industry & Marketing Environment)	Chapters 2,3 From Ref. 1
Week 3	Introduction to Marketing strategy	Chapter 4 From Ref. 1
Week 4	Marketing strategy: Marketing research	Chapter 5 From Ref. 1
Week 5	Market segmentation	Chapter 10 From Ref. 2
Week 6	Situational analysis	Chapter 7 From Ref. 1
Week 7	Positioning, Targeting, Profiling	Chapter 8 From Ref. 1
Week 8	New product development	Chapter 9 From Ref. 1
Week 9	Competitive strategies	Chapter 11 From Ref. 1
Week 10	Marketing Mix	Chapter 1 From Ref. 3
Week 11	Consumer behavior	Chapter 6 From Ref. 2
Week 12	Pricing strategy (Concepts & Strategy)	Chapter 8 From Ref. 1
Week 13	Channels of distribution Chapter From Ref. 2	Chapter 13 From Ref. 2
Week 14	Communication strategy	Chapter 11 From Ref. 2

Mapping of Course Outcomes to Program Outcomes and NQF Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Design comprehensive pharmaceutical marketing strategies, considering market segmentation, product positioning, and competitive dynamics. [1PLO-PE1.1][1L7S2]	20%	
Propose marketing plans for launching new pharmaceutical products, including pricing, promotion, and distribution strategies. [1PLO-PE2.2][1L7S3]	20%	
Assess the role of market strategies in pharmaceutical marketing. [1PLO-PE2.3][1L7S1, 1L7C1]	20%	
Conduct market research, and analyze consumer behavior. [1PLO-PE2.2][1L7S1, 1L7C2]	20%	
Design effective communication strategies [1PLO-PE3.2][1L7S3, 1L7C1]	20%	

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

Relationship to NQF Outcomes (Out of 100%)				
L7S1	L7S2	L7S3	L7C1	L7C2
20	20	30	20	10

Evaluation	
Assessment Tool	Weight
Midterm Exam	50%
Active learning	10%
Final Exam	40%

Policy	
Exams	All exams are closed books and notes. The final exam is comprehensive (covers all the material). Incomplete exams need approval from the dean.
Attendance	According to JUST policy requires the faculty member to assign ZERO grades if a student misses 10% of the classes that are not excused.
Participation	Students are expected to participate and ask questions
Cheating	Prohibited, and in case of cheating the student will be subject to punishment according to the standard JUST policy will be applied.

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