



**Jordan University of Science and Technology**  
**Faculty of Pharmacy**  
**Doctor Of Pharmacy (Pharm D.) Department**

PHMD468 Pharmaceutical Marketing And Pharmacoeconomics (For Pharm D Students)
Second Semester 2022-2023

<b>Course Catalog</b>
2 Credit Hours. Methods for managing personnel/employees and various processes in pharmaceutical institutions.

Text Book	
<b>Title</b>	Essentials of Pharmacoeconomics
<b>Author(s)</b>	Rascati KL
<b>Edition</b>	3rd Edition
<b>Short Name</b>	Ref #1
<b>Other Information</b>	

**Course References**

Short name	Book name	Author(s)	Edition	Other Information
Ref #2	Marketing for Pharmacists	David A. Holdford	3rd Edition	

Instructor	
<b>Name</b>	<b>Dr. BUSHRA HIJAZI</b>
<b>Office Location</b>	-
<b>Office Hours</b>	
<b>Email</b>	bmhijazi3@just.edu.jo

Class Schedule & Room
Section 1: Lecture Time: Tue : 11:30 - 12:30 Room: SOUTH HALL  Section 2: Lecture Time: Wed : 13:00 - 14:00 Room: SOUTH HALL

Tentative List of Topics Covered		
Weeks	Topic	References
Week 1	Introduction to Pharmacoeconomics	From <b>Ref #1</b>
Weeks 2, 3	Measuring and estimating costs	From <b>Ref #1</b>
Week 4	Cost-minimization analysis	From <b>Ref #1</b>
Week 5	Cost-effectiveness analysis	From <b>Ref #1</b>
Week 6	Cost-utility analysis	From <b>Ref #1</b>
Week 7	Cost-benefits analysis	From <b>Ref #1</b>
Week 8	Critiquing Research Articles	From <b>Ref #1</b>
Week 9	Introduction to marketing	From <b>Ref #2</b>
Week 10	Important marketing concept	From <b>Ref #2</b>
Week 11	Designing pharmacy services	From <b>Ref #2</b>

Week 12	Consumer behavior	From Ref #2
Weeks 13, 14	Strategic marketing planning	From Ref #2
Weeks 15, 16	Marketing strategies	From Ref #2

Mapping of Course Outcomes to Program Student Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Illustrate basic concepts related to Pharmacoeconomics. [1PLO1.1]	5%	Midterm Exam
Identify the basic elements of pharmacoeconomic studies such as measuring and estimating costs, and types of outcomes. [1PLO2.2]	15%	Midterm Exam
Assess different types of pharmacoeconomic studies. [1PLO3.1]	30%	Midterm Exam, Active Learning 1
Illustrate basic concepts related to marketing. [1PLO1.1]	20%	Final Exam
Design strategic marketing plans and different marketing strategies. [1PLO3.1]	20%	Active Learning 2, Final Exam
Use marketing in promoting pharmaceutical firms, services and products. [1PLO2.3]	5%	Final Exam
Predict consumer behavior for choosing appropriate marketing mix and plans. [1PLO2.1]	5%	Final Exam

Relationship to Program Student Outcomes (Out of 100%)																
PLO1.1	PLO2.1	PLO2.2	PLO2.3	PLO2.4	PLO3.1	PLO3.2	PLO3.3	PLO3.4	PLO3.5	PLO3.6	PLO4.1	PLO4.2	PLO4.3	PLO4.4	PLO5.1	PLO5.1
25	5	15	5		50											

Evaluation	
Assessment Tool	Weight
Midterm Exam	40%
Active Learning 1	10%
Active Learning 2	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.
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.
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 راسباً في ذلك الامتحان أو الاختبار. ب- الغاء تسجيله في بقية المساقات المسجل لها في ذلك الفصل. ج- فصله من الجامعة لمدة فصل دراسي واحد، و هو الفصل التالي للفصل الذي ضبط فيه.
Active learning and students' participation	Students are expected to actively participate in class discussions.
Withdraw	Last day to drop the course is before the twelve (12th) week of the current semester.