

Faculty of Pharmacy

Drug Marketing & Pharmacoeconomics

Information :

Course Code : PD 905

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Pharm D

Instructor Information :

| Title | Name | Office hours |
|--------------------|---------------------------------|--------------|
| Lecturer | Essam Mahmoud Abdeltawab Shahib | 2 |
| Assistant Lecturer | Islam Fawzy Anan | 1 |

Description :

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing, management, and to provide practice in assessing and solving marketing problems. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis. The course also focuses on basic concepts of health economics, learning basic terms of health economics and understand key principles. Topics cover the economic mechanisms of health care markets as market failures, and government intervention. The course covers the key components of health care financing, and some methods of how to contain health care expenditure. Alongside the major definitions in health technology assessment, students should have an overview about different types of economic evaluation, budget impact analysis and their uses. Moreover, students should get familiar with different methods of pricing among which value-based pricing.