Module Description

This course is offered to broaden the student horizons on ways, channels and aspects of drug marketing and Pharmacoeconomics. Besides, to acquaint the student with the methods whereby pharmaceutical companies market their products and services through pharmaceutical sales’ representatives.

Studying pharmacoeconomics makes it possible to estimate and understand the full impact of new therapy to optimizing healthcare results and to make the best use of the limited resources. On the other hand, strategic marketing and planning is a highly developed and mature concept in pharmaceutical industry while the majority of executives working in this area in our region are pharmacists started their life working as medical representatives then promoted to be decision makers in different areas inside or even outside the pharmaceutical community. The topics include:

This course will concentrate on the next highly important aspects: Pharmaceutical marketing from industry perspective; Economic concepts and issues; Pharmacoeconomics Perspectives; Types of pharmacoeconomics analyses and methodologies; Future challenges in pharmacoeconomics; Role of pharmacist as a decision maker inside the healthcare community and pharmaceutical industry as one of the major principals of any country economic resources.