

PHARMACEUTICAL MARKETING & CONSUMER BEHAVIOUR

Module designation	<i>Pharmaceutical Services Management</i>
Semester(s) in which the module is taught	1
Person responsible for the module	<ol style="list-style-type: none"> 1. Dr. apt. Liza Pristianty, M.Si., MM (Course Coordinator) 2. Prof. Dr. apt. Umi Athiyah, M.S 3. Dr. Dra., Ec., Thinni Nurul Rohmah, M. Kes 4. apt. Andi Hermansyah, M.Sc., PhD
Language	<i>Bahasa Indonesia</i>
Relation to curriculum	<i>Compulsory / elective / specialisation</i>
Teaching methods	<i>lecture, discussion, assignment</i>
Workload (incl. contact hours, self-study hours)	<i>(Estimated) Total workload:</i> <i>Contact hours (structured activities.): 90,67 hours</i> <i>Private study including independent learning activities: 90,67 hours</i>
Credit points	<i>2 SCU / 6 ECTS</i>
Required and recommended prerequisites for joining the module	NA

Module objectives/intended learning outcomes	<p>Students are:</p> <p>LO1: Able to realize excellence based on religious morals (excellence with morality), able to work together, and show a responsible attitude to work in their field of expertise independently</p> <p>LO2: Able to internalize the spirit of independence, struggle, and entrepreneurship</p> <p>LO4: Able to develop a pharmaceutical professional performance with analytical acumen in solving pharmaceutical problems and managing research in the pharmaceutical field related to national and global systems and policies, both inter and inter-disciplinary approaches.</p> <p>LO5: Able to access and review information through an Information and Communication Technology (ICT) system, decide on a specific subject of study, maintain the feasibility of implementing research designs, conduct research, analyze data, conclude research results comprehensively, and create strategic issues based on the study that reflect the latest updates in the field of pharmaceutical sciences, and communicate them in the media and scientific forums at the national and international level through an interdisciplinary or multidisciplinary approach in the form of a thesis or other equivalent forms.</p> <p>LO6: Able to make decisions in the context of solving problems related to science and technology development based on analytical or experimental studies through collaboration with colleagues, colleagues in institutions and research communities at both national and international levels and utilizing research results for the benefit of the user and other communities.</p> <p>LO10: Able to develop pharmaceutical management systems and policies related to the referral health care system and the role and function of pharmacists as an integral part of the health care team in order to improve community welfare.</p> <p>LO14: Able to build drug management systems from active pharmaceutical ingredients to finished products that are ready for therapeutic uses.</p>
Content	<p>The material for this course will be delivered face-to-face in the form of lectures, discussions, and assignment presentations. The material discussed includes Organizational principles and structure, organizational nature and context, individual and group behavior within the organization, leadership and motivation, control and organizational strength; organizational performance and organizational effectiveness. The Marketing Concept and Its Development, The Marketing Concept of Pharmaceutical Products and Pharmaceutical Services, Consumer Behavior, Professional Pharmaceutical Services in Pharmaceutical Practice, Marketing in the E-Commerce Era. Pharmaceutical marketing research and Entrepreneurial Marketing</p>
Exams and assessment formats	<p><i>Final exam (100 minutes), take-home written assignments</i></p>

Study and examination requirements	<i>the final grade in the module is composed of 50% performance on final exams and 50% take-home assignments. Students must have a final grade of 70% or higher to pass</i>
Reading list	<ol style="list-style-type: none"> 1. David A. 2003. <i>Holford Marketing For Pharmacists..</i> American Pharmaceutical Association 2. <i>Pharmaceutical Care Practice, The Clinician's Guide .</i> 2007. Cipole R.J., Strand L.M., Morley P.C., Second Edition, Mc Graw-Hill, Health Professions Devision, New York, 3. Suyoto D. 2012. <i>Konsep Dasar Riset Pemasaran dan Prilaku Konsumen.</i> 4. <i>Entrepreneural Marketing.</i> 2017. Hermawan Kertajaya , Jacky Mussry. Gramedia Pustaka Utama 5. Altman, S., Valenzi, E. and Hodgetts, R.M., 2013. <i>Organizational behavior: Theory and practice.</i> Elsevier. 6. Borkowski, N., 2016. <i>Organizational behavior in health care.</i> Jones & Bartlett Publishers. 7. Wagner III, J.A. and Hollenbeck, J.R., 2014. <i>Organizational behavior: Securing competitive advantage.</i> Routledge