

POLI ESCOLA SUPERIOR SAÚDE TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.015.03
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<i>Course</i>	Pharmacy					
<i>Subject</i>	Communication and Marketing in Pharmacy					
<i>Academic year</i>	2023-2024	<i>Curricular year</i>	4th	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 81	Contact: 63	<i>ECTS</i>	0
<i>Professor(s)</i>	Ana Margarida Oliveira Cristiana Midões					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>		(select)	Amândio Pereira Baía, PhD			

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

With the study of this curricular unit, it is intended to achieve the following educational objectives:

- Understand key concepts in marketing;
- Develop the analytical capacity of the pharmaceutical market and the consequent development of business strategies and procedures;
- Develop concrete actions in the marketing of pharmaceutical products;
- Understand the importance of the communicational process in the health area;
- Identify the main barriers to communication;
- Develop communication skills;
- Develop communication strategies in the different contexts of the activity in the area of pharmacy;

2. PROGRAMME

1. Pharmaceutical Marketing and its Strategies

- 1.1 From Commercial to Marketing Management
- 1.2 Key Concepts in Marketing
- 1.3 Market Studies and its Environment
- 1.4 Strategic Marketing
- 1.5 Operational Marketing
- 1.6 Merchandising in pharmaceutical context

2. The Communication Process

- 2.1 Communication in Health
- 2.2 Organizational and Institutional Communication.
- 2.3 Specifics of Communication in Pharmacy
 - 2.3.1. Communication with the User
- 2.4 Communication between Professionals

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2.5 Communication with the User/Customer

2.6 Regulation of Pharmaceutical Marketing

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The syllabus addresses the entire communication process and the marketing process in health and pharmacy. Communication strategies between professionals and patients are discussed, as well as communication in marketing, allowing the student to develop skills in the area of communication, interpersonal relationships and promotion of health products and services.

4. MAIN BIBLIOGRAPHY

Blessa, R. (2008). *Merchandising Pharma*. Cengage Learning, SL.

Brito, Pedro Q. (2000). *Como Fazer promoções de Vendas* (2ªed.). Lisboa: McGraw-Hill.

Hipolito de Aguiar, A. (2004). *A Farmácia e a Comunicação – A Comunicação em Saúde*. AJE

Italiani, Fernando. (2012). *Marketing Farmacêutico*. QualityMark edition, S. Paulo.

Kotler, P. (2009). *Marketing para o século XXI* (5.ª ed.). Lisboa: Editorial Presença.

Kotler, P. & Keller, K. L. (2016). *Marketing management* (15.ª ed.). Pearson.

Lendrevie, J., Lévy, D., Dionísio, P. & Rodrigues, J. V. (2015). *Mercator - teoria e prática do Marketing* (16.ª ed.). Lisboa: Dom Quixote.

Morais, L. (2013). *Comunicação em Saúde e processo de Mudança*. Escolar Editora.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The learning process of this curricular unit is student-centered, using pedagogical methodologies of an interactive nature in which the teacher guides the students in the development of marketing and communication strategies and in the research of information that bases those strategies. The methodologies also include process observation, debate, problem solving and individual research and group research.

EVALUATION

Continuous evaluation consists of carrying out group work (two to three elements), with 100% weightings and mandatory oral defense.

It also includes the performance of work in the classroom context.

Students who have not opted for continuous evaluation or who have not obtained a minimum score of ten (10) values will be subjected to examination.

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6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The teaching methodologies and evaluation are consistent with the goals, as are active methodologies that contribute to the development of communication skills, interpersonal skills and developing marketing strategies.

The 1st Chapter fulfills the objectives of the marketing scope and the 2nd Chapter the necessary skills for an efficient communication process.

7. ATTENDANCE

The attendance regime to be observed by students complies with the general rules in force in the ESS.

DATE

20 September 2023

SIGNATURES

Professor

Ana Margarida Oliveira

(signature)

Professor

Cristiana Midões

(signature)