

		Approved on the meeting of department pharmacy organizations with advanced training course and retraining Protocol No.1 of 28.08.2026
№	Lecture date	PHARMACEUTICAL MERCHANDISING THEMATIC PLAN OF LECTURES for 5-year students of pharmaceutical faculty 2026/2027 (9 semester)
1	02.09.2026	Commodity analysis of baby items, cosmetics, oral hygiene products and goods, personal hygiene items
2	16.09.2026	Commodity analysis of mineral waters, biologically active food supplements, specialized food products, tea drinks based on plant materials
3	30.09.2026	Introduction to pharmaceutical marketing. Pharmaceutical market as a marketing object. Relationship marketing in the pharmaceutical market
4	14.10.2026	Product in the marketing system. Marketing research in pharmacy, analysis of results
5	28.10.2026	Product and assortment policy in marketing
6	11.11.2026	Marketing information system. The role of advertising in promoting medicines, medical devices and other goods of the pharmaceutical assortment

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