

**MINISTRY OF HEALTH OF THE REPUBLIC OF BELARUS
EDUCATIONAL INSTITUTION
BELARUSIAN STATE MEDICAL UNIVERSITY**

**Контрольный
экземпляр**

APPROVED

by First Vice-Rector, Professor

I.N.Moroz

16.01.2019

Reg. # UD- 4.569/1920/edu.



MEDICAL AND PHARMACEUTICAL MERCHANDISING

**Curriculum of higher educational institution
in the educational discipline for the specialty:**

1-79 01 08 «Pharmacy»

Curriculum is based on the standard educational program «Medical and pharmaceutical merchandising», approved 28.12.2016, registration # УД-Л.569/1617/уч.

COMPILERS:

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RECOMMENDED FOR APPROVAL:

by the Department of Pharmacy Organization of the Educational Institution «Belarusian State Medical University»
(protocol # 5 of 18.12.2018);

by the Scientific Methodical Council of the Educational Institution «Belarusian State Medical University»
(protocol # 5 of 15.01. 2019)

EXPLANATORY NOTE

«Medical and pharmaceutical merchandising» is the educational discipline containing systematized scientific knowledge of consumer properties of drugs, medical devices and pharmacy assortment goods and the basics of pharmaceutical marketing.

The curriculum of the discipline «Medical and pharmaceutical merchandising» includes the latest scientific data on the state and development of the pharmaceutical market of the Republic of Belarus and other countries, markets for medical devices, medical equipment and other pharmacy assortment goods.

The aim of teaching and learning the discipline «Medical and pharmaceutical merchandising» is to provide the students with the scientific knowledge about consumer properties and specifics of products used in healthcare, regularities of formation, manifestation and preservation of the consumer value of these goods on the way of their promotion, on the use of marketing tools to optimize the maximum satisfaction the population needs in these groups of goods.

The tasks of teaching and studying academic discipline are to form academic, social, personal and professional competencies among future pharmacists-specialists based on the ability to self-search educational and information resources, as well as to acquire and understand the knowledge of:

- methods of classification and codification of goods;
- methods of conducting expert examination of medicines, medical devices, pharmacy assortment goods;
- creative product and marketing thinking, skills of conducting product expertise of medicines, medical devices, pharmacy assortment goods and optimization of their promotion in the market.

Teaching and successful learning of the discipline «Medical and pharmaceutical merchandising» is carried out on the basis of the knowledge and skills previously acquired by the students in the following disciplines:

Organic chemistry. Reactivity of halogenated hydrocarbons, alcohols and phenols, thiols, esters and sulfides, amines, diazo- and azocompounds, aldehydes and ketones, their functional carbon acids, functional carbonate derivatives, and carbon acid derivatives.

Physical and colloid chemistry. Stability and coagulation of colloidal systems. Aerosols, powders and their properties. The concept of high-molecular weight compounds.

Pharmaceutical hygiene. Hygiene of pharmacies, pharmacy control and analytical laboratories and pharmaceutical enterprises.

Pharmacy technology of drugs. Pharmacy drug technology. Devices and apparatus used in the pharmacy manufacture of medicines. Containers for medicines manufactured in pharmacies. Auxiliary and capping material.

Organization and economics of pharmacy. Regulatory support, state policy in the field of healthcare of the pharmacy. Organization of the work of pharmacies, pharmacy warehouses, control and analytical laboratories.

Philosophy. Interpersonal relationships and communication. The interaction of people in small groups. Person and group as a subject and object of management.

Pathological physiology. Typical pathological processes. Inflammation, acute inflammation. Metabolic changes and physico-chemical changes in the focus of inflammation. Pathology of the cardiovascular system. Systolic and diastolic heart failure, clinical manifestations. Arterial hypertension and hypotension. Diagnostic methods. The basic forms of blood circulation disorders. Varicose vein dilation. The state of microcirculation, local tissue changes in the body with vascular pathology. Disorders of carbohydrate metabolism. Hyperglycemic and hypoglycemic states, their mechanisms and manifestations. Diabetes mellitus, the main manifestations.

As a result of studying the discipline «Medical and pharmaceutical merchandising» the student should

know:

- classification, coding principles, production requirements, registration procedure and characteristics of the circulation of medical products and pharmaceutical assortment goods;
- patterns of formation, manifestation and preservation of the use value of medical products;
- fundamentals of materials science, functional properties of devices, instruments, equipment and other medical equipment products;
- marketing complex and its characteristics;
- ways of positioning the product and the company in the market, the main types of advertising products;

be able to:

- to work independently with reference literature of good's science;
- carry out marketing research of the pharmaceutical market;
- form an assortment of pharmacy and pharmaceutical organizations;
- segment the pharmaceutical market according to various classification criteria;

master:

- methodology for conducting merchandising expertise;
- methodology for promoting drugs in the pharmaceutical market;
- skills to advise medical workers and the public on the storage, use and operation of medical devices and medical equipment.

Total number of hours for the study of the discipline is 266 academic hours. Classroom hours according to the types of studies: lectures – 16 hours, laboratory studies – 140 hours, student independent work (self-study) – 114 hours.

Current assessment is carried out according to the syllabus of the specialty in the form of a credit (8 semester) and examination (9 semester).

Form of higher education – full-time.

**ALLOCATION OF ACADEMIC TIME
ACCORDING TO SEMESTERS OF STUDY**

Code, name of the specialty	Semester	Number of academic hours					Form of current assessment
		total	in-class	including		out-of-class self-studies	
				lectures	laboratory studies		
1-79 01 08 «Pharmacy»	8	114	80	8	72	34	credit
	9	152	76	8	68	76	examination

THEMATIC PLAN

Section (topic) name	Number of class hours	
	lectures	laboratory studies
1. Basics of merchandising	14	116
1.1. «Medical and pharmaceutical merchandising» as an educational discipline. Product and its properties, types of classification and coding methods	2	4
1.2. Regulation of the circulation of medical products and pharmacy assortment goods in the Republic of Belarus and the Eurasian Economic Union	–	4
1.3. Ensuring the requirements for medical devices. State registration of medical devices. Certification declaration and state registration pharmacy assortment of goods	–	4
1.4. Organization of production, procurement and distribution of medical products and goods pharmacy assortment	–	4
1.5. Packaging and marking of medical devices and pharmacy assortment of goods, organizing their transportation, storage and sales	–	8
1.6. Merchandising of medical devices and medical equipment	6	48
1.7. Merchandising of other goods of the pharmacy assortment	6	44
2. Pharmaceutical marketing	2	24
2.1. Introduction to pharmaceutical marketing. Marketing complex and its characteristics. Product in the pharmaceutical business	2	4
2.2. Pharmaceutical market research		4
2.3. Assortment policy of pharmacy and pharmaceutical organizations		4
2.4. Analysis of the marketing environment and market competition	–	4
2.5. Segmentation of the pharmaceutical market	–	8
Total hours	16	140

CONTENT OF THE EDUCATIONAL MATERIAL

1. Basics of merchandising

1.1. «Medical and pharmaceutical merchandising» as an educational discipline. Product and its properties, types of classification and coding methods

General characteristics of the discipline «Medical and pharmaceutical merchandising». The historical stages of the development of medical and pharmaceutical merchandising. Tasks and methods of merchandising. The main sections of the discipline, a systematic approach to its study. Basic concepts and categories of merchandising. The concept of goods. Trademark. The main types of classification of goods. List of groups and subgroups of goods allowed to be sold from pharmacies. Consumer properties of goods, cost and consumer value of goods.

Main types of goods classification. Classifier of commodity nomenclature of foreign economic activity. The list of groups and subgroups of goods allowed for sale from pharmacies. General characteristic of medical devices (medical devices and medical equipment). Nomenclature classification of medical devices by type and coding algorithm for classification. Nomenclature classification of medical devices by class depending on the potential risk of their use. Hygienic classification of medical devices by duration and type of contact with the human body. Classification of medical devices in order to organize their proper storage. The list of products that pose a potential danger to life and health of the population sold in pharmacies.

The essence and methods of coding goods. Characteristics of the barcode. Barcoding of medicines, medical devices and pharmaceutical assortment goods. Technical means for working with barcodes.

1.2. Regulation of the circulation of medical products and pharmacy assortment goods in the Republic of Belarus and the Eurasian Economic Union (EAEU)

Normative-legal basis of circulation of medical devices and other pharmaceutical goods: the Law of the Republic of Belarus «On health care», the Law of the Republic of Belarus «On quality and safety of food raw materials and foodstuff for life and health»; resolutions of the Council of Ministers of the Republic of Belarus and the Ministry of Health of the Republic of Belarus; technical codes of established practice; decisions of the Board of the Eurasian Economic Commission; technical regulations of the Republic of Belarus and the Customs Union; interstate standards; sanitary norms and rules; hygiene standards.

Formation of a common market for medical devices in accordance with the Treaty on the Eurasian Economic Union. Agreement on common principles and rules for the circulation of medical devices within the framework of the Eurasian Economic Union.

1.3. Ensuring the requirements for medical devices. State registration of medical devices. Certification declaration and state registration pharmacy assortment of goods

Main components of product quality. Single and complex indicators of product quality. Product quality management. System of goods quality assurance in the Republic of Belarus and the Eurasian Economic Union (EAEU). ISO standards.

Interstate standard ISO 13485 «Medical devices. Quality management systems». General requirements for safety and efficiency of medical devices. Sanitary norms and rules «Requirements for medical devices and medical equipment», hygienic standard «Safety indicators of medical devices, medical equipment and materials used for their manufacture». Types of goods expertise. Commercial expertise. Stages of expertise.

Registration rules of medical devices of the Eurasian Economic Union. State registration and re-registration of medical devices and medical equipment in the Republic of Belarus. Carrying out a set of preliminary technical works related to expert examinations, inspection of industrial production of medical devices and medical equipment, tests and other studies prior to state registration (re-registration) of medical devices and medical equipment, making changes to the registration dossier for medical devices previously registered in the Republic of Belarus.

Requirements for the registration dossier. The the examination procedure of the registration dossier for medical devices. Department of Medical Equipment and Medical Devices of the Unitary Enterprise Center for Expertise and Testing in Health Care. Rules for conducting clinical trials of medical devices. Rules for technical testing of medical devices.

Commission on medical equipment and medical devices of the Ministry of Health of the Republic of Belarus, its tasks and functions. Form of registration certificate of medical device.

The state register of medical devices and medical equipment of the Republic of Belarus. Refusal of state registration (re-registration) of medical devices and medical equipment, suspension, cancellation of the registration certificate. Amending the registration dossier for medical devices and medical equipment.

1.4 Organization of production, procurement and distribution of medical products and goods pharmacy assortment

General requirements for the production of medical devices and pharmaceutical assortment goods. The organizational structure of the enterprise. Documentation. Training of workers. Requirements for the implementation, maintenance and evaluation of the quality management system of medical devices, depending on the potential risk of their use. Organization of the production of pharmaceutical assortment goods. Sanitary norms and rules «Sanitary and epidemiological requirements for organizations engaged in the production of biologically active food additives». Sanitary norms and rules «Sanitary and epidemiological requirements for organizations engaged in the production of perfumes and cosmetics». Sanitary rules and regulations «Hygiene requirements for the production, quality and safety of oral hygiene products». Manufacturers of medical devices and pharmacy assortment goods in the Republic of Belarus. Nomenclature of domestic medical devices and goods of pharmacy assortment.

Distribution channels for domestic medical devices and pharmacy assortment goods. Production and trade republican unitary enterprise «Belmedtekhnik» and its subsidiaries, stores «Medtekhnik»: tasks, functions, procurement activities. Regulatory legal acts regulating the purchasing activity.

The republican form of medical devices, as a basis for the formation and development of annual plans for public procurement of medical devices, clinical protocols, methods of medical care.

Republican unitary enterprises «Pharmacy», pharmacies of business entities. Purchases of pharmacy assortment goods. Types, conditions and stages of concluding contracts for the supply of goods, obligations for the quality of goods.

1.5 Packaging and marking of medical devices and pharmacy assortment of goods, organizing their transportation, storage and sales

Packing of goods. Types, classification and packaging functions of goods. The role of packaging in maintaining the use value of goods. Requirements for the packaging of goods. Containers for pharmaceutical use. EAEU Technical Regulation «On Packaging Safety».

Labeling of medical devices and pharmacy assortment goods, its role in commodity expertise. Labeling functions. Requirements for graphic design of medical devices and medical equipment packaging and user information. Carriers of labels. Labeling of medical devices with a special medical device circulation mark on the EAEU market. Labeling of pharmacy assortment goods that meet the technical regulations of the Customs Union with a single sign of circulation of medical devices on the EAEU market. Additional requirements for the labeling of certain types of food products (dietary supplement for food, products of children's, dietetic and specialized nutrition).

Information signs (manipulative, warning, environmental), their functions. Brand name and trademark. Requirements for the transportation of medical products and pharmaceutical assortment goods. Warehouses for medical devices, requirements for them. Rules for the acceptance of medical devices and pharmaceutical assortment goods. Purpose and types of inventories.

General requirements for the organization of storage of rubber products, plastic products, dressings and suture products, contact lenses, medical instruments, devices, instruments, equipment. Features of storage of gypsum, mustard plasters, medical leeches.

Procedure for selling medical devices and pharmacy assortment goods from pharmacies. Warranty period of service of the goods. Filling in the warranty card. Rights of consumers of medical devices and pharmacy assortment goods at their purchase, consideration of quality claims.

Advising medical workers and the public on the storage, use and operation of medical devices and goods of the pharmacy assortment. Operating documents. The list of medical devices of Belarusian (Russian) manufacture, obligatory for availability in pharmacies of all forms of ownership, carrying out retail sale of medicines, and shops «Medtechnika». Rules for displaying medical devices and goods of pharmacy assortment in the shop windows of pharmacies.

1.6 Merchandising of medical devices and medical equipment

Merchandising of medical devices

Medical rubber devices. Storage rules and characteristics. The procedure for carrying out the goods examination.

Medical devices made of polymer materials. Classification of plastics. Characteristics of medical devices and packaging for pharmaceutical medicines. The order of carrying out of commodity examination of medical plastic devices.

Medical instruments: cutting, stabbing, clamping, displacing, auxiliary. Storage and expertise. Tyres. Purpose, classification and commodity examination.

Types of visual refraction disorders. Characteristics of spectacle and contact lenses. Spectacle frames. Commodity examination. Solutions for storing lenses, contact lens care products (peroxide systems, moisturizing drops).

Cotton wool, gauze, medical bandages, medical masks, patches, wet napkins, handkerchiefs, cotton swabs, disks and balls. Requirements for their storage. Commodity expertise. Medical devices containing medical gypsum (gypsum bandages, etc.). Requirements for their storage, the order of carrying out of commodity examination.

Elastic medical devices (bandages, posture correctors, fixing and compression belts, stockings, knee pads, fixing bandages). Orthopedic insoles. The order of carrying out of commodity examination.

Syringes, classification by frequency of use and material of manufacture. Syringe pens, peripheral catheters, systems for infusion of infusion solutions. The procedure for the examination of the listed groups of goods. Injection needles. Classification, sizes, merchandising expertise. Storage requirements. Suture material. Classification, sterilization and storage. Commodity examination.

Medical devices for patient care (canes, crutches, etc.), disposable diapers, underpads, urological pads. Sanitary and hygienic products for medical staff (medical gowns (wraps) disposable, disposable caps for nurses, disposable medical masks, disposable medical shoe covers). Medical devices of various groups: intrauterine contraceptives, disposable gynecological kits, pregnancy tests. Medical devices used in otorhinolaryngology: devices and devices for washing the nasal cavity.

Merchandising of medical equipment

Blood pressure meters (sphygmomanometer): classification, operating rules, procedure for conducting commodity examination. Systems for determining the level of glucose in the blood (glucometers): operating rules, the order of carrying out of commodity examination. Determinants of body fat: operating rules, procedure for conducting commodity examination.

Apparatus for inhalation therapy (inhalers): classification, operating rules, procedure for conducting expert examination. Electronic thermometer: operating rules, the order of carrying out of commodity examination. Electronic thermometer. Expert examination, operating rules.

1.7 Merchandising of other goods of the pharmacy assortment

Biologically active food additives: definition, classification, regulatory legal acts of the EAEU governing their circulation. Features of the treatment of biologically active food additives. State registration and regulation of biologically active food additives. Food additives (sweeteners), procedure for merchandising expertise. Mineral waters: factors determining their therapeutic effect, classification, the order of carrying out of commodity examination.

Specialized food products, including baby food, products for pregnant and lactating women, dietetic (therapeutic and preventive) foods, foods for athletes.

Characteristics and classification of perfumery and cosmetic products sold from pharmacies. Technical regulation of the Customs Union «On the safety of perfumes and cosmetics». The list of prohibited and permitted for use substances, subject to restrictions on perfumes and cosmetics. Dyes, preservatives, UV filters, approved for use in perfumes and cosmetics. Quality indicators of perfumes and cosmetics: pH, microbiological, toxicological, clinical and laboratory, clinical.

Assessment (confirmation) of compliance of perfumes and cosmetics with the requirements of technical regulations of the Customs Union. List of perfumes and cosmetics subject to state registration. The order of carrying out of commodity examination of perfumery and cosmetic products.

Face and body skin care products (creams, emulsions, creams, gels, lotions, tonics, oils, masks, scrubs, essential oils, etc.), including sunscreens and sunblocks. Carrying out of commodity examination.

Oral hygiene products: toothpastes, gels, powders, rinses, elixirs, deodorants, toothbrushes, brushes, flosses, irrigators, etc. Carrying out of commodity examination.

Hair care products; special products (keratolic, depilatory, bleaching, hair removal products); hygienic cosmetic products (powders, talc, powder, etc.). Shaving and aftershave means (cream, lotions, foam, tonics, soaps, etc.). Detergents for bath and shower (foam, soaps, solid, creamy and liquid, gels, salts, etc.). The order of the examination. Storage requirements. Personal hygiene items sold from the pharmacy: cosmetic wipes, towels and other hygiene items. The order of the examination.

Disinfectants and disinsection products sold from pharmacies (disinfectants, repellents, etc.). The order of the examination.

Items for children up to three years: dishes for baby food, nipples, pacifiers, teethers, rattles, ruffs for washing bottles, etc. Personal hygiene items for newborns and children: diapers, napkins, bedding, sanitary underwear, toothbrushes, washcloths, bath thermometers, bathtubs and other items for hygienic child care. Products intended for contact with food.

2. Pharmaceutical marketing

2.1. Introduction to pharmaceutical marketing. Marketing complex and its characteristics. Product in the pharmaceutical business

Marketing, its goals and objectives. Basic laws and orientation of marketing: production, sales and consumers. The range of practical marketing and its levels (need, need, demand). The basic principles of innovative marketing and factors influencing its perception. Features of pharmaceutical marketing.

Components of the marketing complex: product, place of sale, promotion, price. Pharmaceutical market, its structure and features. Mechanisms of pharmaceutical market regulation. Main participants: Ministry of Health, Health Departments (Minsk Healthcare Committee), Healthcare Organizations.

Characteristics and development trends of the global pharmaceutical market. Pharmaceutical market of the Republic of Belarus.

Complex of goods and its elements. Life cycle of the drug: Boston matrix (BMG). Characteristics of product life cycle phases. Features of drug marketing and services of a manufacturer. Focus drug development strategies. Buyer behavior models.

2.2 Pharmaceutical market research

The main methods and types of marketing research. Types of research (market research, marketing, consumer properties of pharmacy assortment goods, advertising, business economics, customer behavior motives). Carriers and sources of information on the pharmaceutical market and their characteristics. Types of marketing information. Development of a marketing research plan. Research procedure, the main problems in conducting marketing research of the pharmaceutical market. The statistical part of marketing research. Benchmarking as a function of marketing research.

2.3 Assortment policy of pharmacy and pharmaceutical organizations

The concept of assortment completeness, product mix width, range depth of drugs, medical products, pharmacy assortment goods. Updating the range of products. Factors influencing the formation of the pharmacy assortment. ABC-, XYZ- and VEN analysis. Marketing approaches to classification of pharmacy products, category management and assortment groups. Formation of assortment portfolio of the pharmaceutical enterprise.

2.4 Analysis of the marketing environment and market competition

Macro and microenvironment of marketing. Sources of market information. The importance of market analysis for developing a marketing strategy. Macroenvironment - External Market Analysis (STEP). Macroeconomic analysis factors.

Microenvironment: analysis of buyers, suppliers and other participants interested in selling medicines. Features of organizations-consumers of pharmaceutical products. Types of demand in the market and its condition. Analysis of internal factors of the organization.

Types of competition and levels of competition. Competition schemes. Quantitative factors of competitive analysis, sources of information. Analysis of the peculiarities of competing companies and their products. Monitoring of the market and activity of competitors.

2.5. Segmentation of the pharmaceutical market

Ways to identify, develop and evaluate target submarkets and groups of final users. Segment-forming signs of the pharmaceutical business. Algorithm of the segmentation process. Creating a «market map». Submarket assessment criteria. Segmentation of the pharmaceutical market depending on its development trends, price factors, sales dynamics, prevalence of pathologies, diagnostic and treatment mechanisms. Pros and cons of segmentation.

EDUCATIONAL DISCIPLINE CURRICULAR CHART

Section, topic №	Section (topic) name	number of hours		Self-studies	Form of control
		lectures	laboratory		
8th semester					
1	Basics of merchandising	2	24	10	
1.1	«Medical and pharmaceutical merchandising» as an academic discipline. Product, its properties, types of classification and coding methods	2	4	2	interview, tests
1.2	Regulation of the circulation of medical products and pharmacy assortment goods in the Republic of Belarus and the Eurasian Economic Union	-	4	2	interview, tests
1.3	Ensuring the requirements for medical devices. State registration of medical devices. Certification declaration and state registration pharmacy assortment of goods	-	4	2	interview, tests
1.4	Organization of production, procurement and distribution of medical products and goods pharmacy assortment	-	4	2	interview, tests
1.5	Packaging and marking of medical devices and pharmacy assortment of goods, organizing their transportation, storage and sales	-	4	2	interview, tests
	Colloquium 1 «Legal regulation of the circulation of medical devices and pharmaceutical assortment goods, the organization of their production, procurement and distribution»	-	4	-	colloquium, tests
1.6	Merchandising of medical devices and medical equipment	6	48	24	
	Medical rubber products. Storage rules and characteristics. The procedure for conducting merchandising expertise.	-	4	3	interview, tests, visual laboratory work, accounts of laboratory work with oral

						defence
	Medical devices, made of polymer materials. Medical devices: syringes, injection needles, suture material. Storage requirements. Commodity examination.	-	4	3		interview, visual laboratory work, accounts of laboratory work with oral defence, tests
	Cotton wool, gauze, medical bandages, medical masks, plasters, etc. Storage requirements. Commodity examination.	-	4	3		interview, visual laboratory work, accounts of laboratory work with oral defence, tests
	Elastic medical devices. Orthopedic products. The procedure for conducting merchandising expertise.	2	4	3		interview, visual laboratory work, accounts of laboratory work with oral defence, tests
	Medical products for patient care. Sanitary and hygienic products for medical personnel. Storage requirements. Commodity examination.	-	4	3		interview, visual laboratory work, accounts of laboratory work with oral defence, tests
	Medical products of various groups (contraceptives, gynecological kits, pregnancy tests, etc.)	-	4	-		interview, visual laboratory work, accounts of laboratory work with oral defence, tests
	Medical devices used in ophthalmic and otorhinolaryngological practice. The procedure for conducting merchandising expertise.	2	4	3		interview, visual laboratory work, accounts of laboratory work with oral defence, tests
	Medical instruments. Storage and examination. Appointment, classification and merchandising expertise.	-	4	3		interview, visual laboratory work, accounts of laboratory work with oral defence, tests
	Commodity research of medical equipment.	2	8	3		interview, visual laboratory work, accounts of laboratory work with oral defence, tests
	Colloquium 2 «Merchandising of medical devices and medical equipment»		8	-		Colloquium, tests, credit
	9th semester					
1.7.	Merchandising of other goods of the pharmacy assortment	6	44	40		
	Biologically active food additives: definition, classification, regulatory legal	2	4	5		interview, visual laboratory

acts of the EAEU governing their circulation Mineral waters: factors determining their therapeutic effect, classification, the order of carrying out of commodity examination. Chemical reagents. Classification, labeling, storage. The order of the examination.				work, accounts of laboratory work with oral defence, tests
Specialized food products, including baby food, products for pregnant and lactating women, dietetic (therapeutic and preventive) foods.	-	4	5	interview, visual laboratory work, accounts of laboratory work with oral defence, tests
Items for children up to three years: dishes for baby food, nipples, pacifiers, teethers, rattles, ruffs for washing bottles, etc. Personal hygiene items for newborns and children: diapers, napkins, bedding, hygiene panties, toothbrushes, washcloths, bath thermometers, bathtubs and other items for hygienic child care. Products intended for contact with food.	2	4	5	interview, visual laboratory work, accounts of laboratory work with oral defence, tests
Colloquium 3 «Biologically active food. Specialized food products. Items for children»	-	4	-	Colloquium, tests
Oral hygiene products: toothpastes, gels, powders, rinses, elixirs, deodorants, toothbrushes, brushes, flosses, irrigators, etc. Carrying out of commodity examination.	-	8	5	interview, visual laboratory work, accounts of laboratory work with oral defence, tests
Characteristics and classification of perfumery and cosmetic products sold from pharmacies. Technical regulation of the Customs Union «On the safety of perfumes and cosmetics». The list of substances prohibited for use and permitted for use, subject to restrictions on perfumes and cosmetics.	2	4	5	interview, visual laboratory work, accounts of laboratory work with oral defence, tests
Face and body skin care products (creams, emulsions, creams, gels, lotions, tonics, oils, masks, scrubs, essential oils, etc.), including sunscreens and sunblocks. Carrying out of commodity examination.	-	4	5	interview, visual laboratory work, accounts of laboratory work with oral defence, tests
Assortment of perfumery in pharmacy. Personal hygiene items sold from the pharmacy: cosmetic wipes, towels and other hygiene items. The order of the examination.	-	4	5	interview, presentations, tests
Disinfectants and disinsection products sold from pharmacies (disinfectants, repellents, etc.). The order of the examination.	-	4	5	interview, presentations, tests
Colloquium 4 «Oral hygiene products. Perfumery and cosmetic products»	-	4	-	colloquium; tests

2.	Pharmaceutical marketing	2	24	36	
3.1	Introduction to pharmaceutical marketing. Marketing complex and its characteristics. Product in the pharmaceutical business		4	6	Interview, tests
3.2	Pharmaceutical market research	2	4	6	Interview, tests
3.3	Assortment policy of pharmacy and pharmaceutical organizations		4	6	Interview, accounts of laboratory work with oral defence, tests
3.4	Analysis of the marketing environment and market competition	-	4	8	Interview, accounts of laboratory work with oral defence, tests
3.5	Segmentation of the pharmaceutical market	-	4	8	Interview, accounts of laboratory work with oral defence, tests
3.6	Colloquium 5 «Pharmaceutical Marketing»	-	4	2	Colloquium, tests; examination
	Total hours	16	140	110	

INFORMATION AND INSTRUCTIONAL UNIT

LITERATURE

Basic:

1. Management and Marketing in Pharmacy [Electronic resource] : the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z.Mnushko [at al.], ed. by prof. Z.Mnushko; National University of Pharmacy. – Electronic text data. – Kharkiv : Publishing center «Dialog», 2016. – Part II : Marketing in Pharmacy. – 1 electronic opt. disk (CD-R).

Additional:

2. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z.Mnushko [at al.], ed. by prof. Z.Mnushko; National University of Pharmacy. – Electronic text data. – Kharkiv : Publishing center «Dialog», 2016. – Part I : Management in Pharmacy. – 1 electronic opt. disk (CD-R).

Normative regulatory acts:

1. National Internet portal of the Republic of Belarus [Electronic resource] / Nat. legal inform center. Rep. Belarus. – Minsk, 2003. – 2010. – Access mode: <http://www.pravo.by>. – Access date: 08/30/2010.

2. Agreement of the customs union on sanitary measures (decision of the Interstate Council of the Eurasian Economic Community dated 11/12/2009, No. 28) [Electronic resource] / Customs commission. union. – Access mode: <http://www.tsouz.ru/MGS/mgs-11-12-09/Pages/mgs25-28-pril.aspx>. – Access date: 08/30/2010.

3. A single list of goods subject to sanitary and epidemiological surveillance (control) at the customs border and customs territory of the customs union (decision of the Commission of the customs union of May 28, 2010, No. 299) [Electronic resource] / Customs commission. union. - Access mode: http://www.tsouz.ru/KTS/KTS17/Pages/P1_299.aspx. - Access date: 08/30/2010.

LIST OF AVAILABLE DIAGNOSTIC TOOLS

The following forms are used for competences assessment:

1. Oral form:

- interview;
- colloquiums.

2. Written form:

- tests.

3. Oral-written form:

- accounts of laboratory work with oral defence;
- credit;
- presentations;
- examination.

4. Technical form:
 - visual laboratory work.

LIST OF PRACTICAL SKILLS

1. To conduct
 - commodity analysis of dressings (for example, cotton wool, medical bandage);
 - commodity analysis of latex and rubber products;
 - commodity analysis of medical instruments;
 - commodity analysis of elastic medical devices and consulting when selling them from a pharmacy;
 - advising on the sale of oral hygiene products, baby products and perfumes and cosmetics, mineral waters and biologically active additives;
 - commodity analysis of medical equipment (for example, blood pressure monitors, blood glucose meters, nebulizers, thermometers).
2. To master the basic rules of working with various types of blood pressure monitors, blood glucose meters and nebulizers and the skills of consulting when implementing them from a pharmacy.
3. To conduct:
 - marketing research of pharmaceutical markets;
 - assortment policy in the organization, perform an analysis of the assortment in terms of breadth, completeness, and depth
 - decoding the barcode of medical and pharmaceutical products;
 - market segmentation and selecting a target segment for a product;
 - product positioning;
 - analysis of products using ABC, XYZ, or VEN-methods.

LIST OF LECTURES

1. Regulation of the circulation of medical products and pharmacy assortment goods in the Republic of Belarus and the Eurasian Economic Union.
2. Packaging and labeling of medical products and pharmaceutical assortment goods. Information signs, their functions.
3. Elastic medical devices. Orthopedic products. The procedure for conducting merchandising expertise.
4. Medical devices used in ophthalmic and otorhinolaryngological practice. The procedure for conducting merchandising expertise.
5. Commodity research of medical equipment.
6. Medical instruments. Storage and examination. Appointment, classification and merchandising expertise.
7. Biologically active food additives: definition, classification, regulatory legal acts of the EAEU governing their circulation. Mineral waters: factors determining their therapeutic effect, classification, the order of carrying out of

commodity examination. Chemical reagents. Classification, labeling, storage. The order of the examination.

8. Specialized food products, including baby food, products for pregnant and lactating women, dietetic (therapeutic and preventive) foods.

9. Oral hygiene products: toothpastes, gels, powders, rinses, elixirs, deodorants, toothbrushes, brushes, flosses, irrigators, etc. Carrying out of commodity examination.

10. Characteristics and classification of perfumery and cosmetic products sold from pharmacies. Technical regulation of the Customs Union «On the safety of perfumes and cosmetics». The list of substances prohibited for use and permitted for use, subject to restrictions on perfumes and cosmetics.

11. Introduction to pharmaceutical marketing. The marketing complex and its characteristics. Product in the pharmaceutical business

12. Assortment policy of pharmacy and pharmaceutical organizations. Practical marketing assignments

LIST OF LABORATORY STUDIES

1. «Medical and pharmaceutical merchandising» as an academic discipline. Product, its properties, types of classification.

2. Regulation of the circulation of medical products and pharmacy assortment goods in the Republic of Belarus and the Eurasian Economic Union.

3. Ensuring the requirements for products of the pharmacy assortment. Certification, declaration and state registration of pharmacy assortment goods.

4. Packaging and labeling of medical products and pharmaceutical assortment goods. Information signs, their functions.

5. Organization of production, procurement and distribution of medical products and pharmaceutical assortment goods. General requirements for the organization of storage of medical products and pharmaceutical assortment goods.

6. Colloquium 1.

7. Medical rubber products. Storage rules and characteristics. The procedure for conducting merchandising expertise.

8. Medical devices, made of polymer materials. Medical devices: syringes, injection needles, suture material. Storage requirements. Commodity examination.

9. Cotton wool, gauze, medical bandages, medical masks, plasters, etc. Storage requirements. Commodity examination.

10. Elastic medical devices. Orthopedic products. The procedure for conducting merchandising expertise.

11. Medical products for patient care. Sanitary and hygienic products for medical personnel. Storage requirements. Commodity examination.

12. Medical products of various groups (contraceptives, gynecological kits, pregnancy tests, etc.)

13. Medical devices used in ophthalmic and otorhinolaryngological practice. The procedure for conducting merchandising expertise.

14. Medical instruments. Storage and examination. Appointment, classification and merchandising expertise.

15. Commodity research of medical equipment.

16. Disinfectants and disinsection products sold from pharmacies (disinfectants, repellents, etc.). The order of the examination.

17. Biologically active food additives: definition, classification, regulatory legal acts of the EAEU governing their circulation. Mineral waters: factors determining their therapeutic effect, classification, the order of carrying out of commodity examination. Chemical reagents. Classification, labeling, storage. The order of the examination.

18. Specialized food products, including baby food, products for pregnant and lactating women, dietetic (therapeutic and preventive) foods.

19. Items for children up to three years: dishes for baby food, nipples, pacifiers, teethingers, rattles, ruffs for washing bottles, etc. Personal hygiene items for newborns and children: diapers, napkins, bedding, hygiene panties, toothbrushes, washcloths, bath thermometers, bathtubs and other items for hygienic child care. Products intended for contact with food.

20. Colloquium 3.

21. Oral hygiene products: toothpastes, gels, powders, rinses, elixirs, deodorants, toothbrushes, brushes, flosses, irrigators, etc. Carrying out of commodity examination.

22. Oral hygiene products: toothpastes, gels, powders, rinses, elixirs, deodorants, toothbrushes, brushes, flosses, irrigators, etc. Carrying out of commodity examination.

23. Characteristics and classification of perfumery and cosmetic products sold from pharmacies. Technical regulation of the Customs Union «On the safety of perfumes and cosmetics». The list of substances prohibited for use and permitted for use, subject to restrictions on perfumes and cosmetics.

24. Face and body skin care products (creams, emulsions, creams, gels, lotions, tonics, oils, masks, scrubs, essential oils, etc.), including sunscreens and sunblocks. Carrying out of commodity examination.

25. Assortment of perfumery in pharmacy. Personal hygiene items sold from the pharmacy: cosmetic wipes, towels and other hygiene items. The order of the examination.

26. Colloquium 4.

27. Introduction to pharmaceutical marketing. The marketing complex and its characteristics. Product in the pharmaceutical business

28. Analysis of the marketing environment and market competition

29. Marketing research of the pharmaceutical market

30. Assortment policy of pharmacy and pharmaceutical organizations

31. Segmentation of the pharmaceutical market

32. Colloquium 5.

PROTOCOL OF THE CURRICULUM APPROVAL BY OTHER DEPARTMENTS

Title of the discipline requiring approval	Department	Amendments to the curriculum of the academic discipline	Decision of the department, worked out the curriculum (date, protocol #)
1. Organization and economics of pharmacy	Organization of pharmacy	no offers	protocol # 5 of 18.12.18

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Curriculum content, composition and the accompanying documents comply with the
established requirements.

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