

Faculty of Pharmacy

Drug Marketing

Information :

Course Code : PHP 413

Level : Undergraduate

Course Hours : 2.00- Hours

Department : Faculty of Pharmacy

Instructor Information :

| Title | Name | Office hours |
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| Lecturer | Essam Mahmoud Abdeltawab Shahib | 8 |

Description :

The course aims to provide a comprehensive management course to those entering employment in any capacity within the field of pharmacy. This include strategic planning, building the team; leadership and communication ; self and time management , negotiation skills ; corporate governance ; communication in organization / meetings, total quality management and audit; manage risk and problem solving; business planning , project management and change. This course provide a background of promotion , advertising , marketing and selling principles as they are specifically related to the pharmaceutical industry and practice. It prepares students to a variety of careers in the pharmacy field including pharmaceutical sales, health information management , and pharmacy distribution system development.