

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
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.