

University of Saskatchewan
College of Pharmacy & Nutrition
PHARM 598: Marketing for Pharmacists 2011-2012
Lectures: PHYSICS 129 Tuesdays 1:30 – 4:20 PM

Instructor: Jason Perepelkin, BA, BComm, MSc, PhD
E-mail: jason.perepelkin@usask.ca
Phone: 966.6992
Office: Thorv 220
Office Hours: by appointment

Course Materials

Required

- Holdford, DA (2007). *Marketing for Pharmacists* (2nd Ed.). American Pharmacists Association.
- Assigned readings (case studies, academic and management press articles, etc.) will be posted on Blackboard (PAWS) if possible (see note below)
- **NOTE:** due to the University not having a copyright agreement, articles cannot be posted on Blackboard (PAWS), and you will therefore be responsible for finding the articles yourself

Supplementary

- Berkowitz, EN (2011). *Essentials of Health Care Marketing* (3rd Ed.). Jones & Bartlett Learning.
 - Kotler, P, Hayes, T, and Bloom, PN (2002). *Marketing Professional Services* (2nd Ed.). Prentice Hall Press.
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Introduction

Course Calendar Description

This course examines the theoretical concepts and applied techniques of marketing that are used in the delivery of pharmaceutical care in the for-profit and/or not-for-profit environment. Lectures will focus on theoretical concepts and examples of strategies currently being used within pharmacy and the broader health care environment. Students will be actively involved in the course through interactive lecture techniques, including case studies and article discussions.

Practical Description

In all pharmacy practice environments pharmacists are developing and implementing advanced practice models, focusing on the ideal of pharmaceutical care by delivering innovative goods and services. If one desires to have a long-term strategy in making the new goods and services sustainable, a working knowledge of marketing is vital. For example, one can provide the best diabetes education to patients and be an expert in the field, but if ones target market (patient population) has a low to negligible prevalence of diabetes, then offering these services is futile.

Objectives

By the end of the course, the student will:

- Be able to demonstrate an understanding of marketing principles in the context of supply and demand for professional services, and to apply these principles in the successful completion of class activities, including a marketing plan;
- Cultivate an understanding of consumer behaviour in relation to pharmacy and health care in general;
- Understand how to manage marketing communications and promotions, pricing, and distribution of pharmacy and health care goods and services; and

- Develop knowledge of, and demonstrate competence with, the skills associated with effective group work, decision-making, and leadership.

Organizations do not exist in isolation; pharmacy is no exception and various stakeholders have an interest in what you do and the actions of the organization where you practice. For example, in community practice one will deal with patients/consumers, other health care practitioners, drug plans, etc. and in hospital practice one will deal with other health care practitioners, administrators, patients, etc. and each of these stakeholders has a distinct purpose. This course is not meant to make one an expert in marketing, but is designed to develop the knowledge for, and appreciation of, the role marketing plays in the provision of pharmacy services, regardless of setting (community pharmacy, hospital, etc.).

Methods

This class is intended to be highly interactive; students are expected to interact by coming prepared to class and participating in class discussions, as the more everyone will take away from the class.

You are expected to keep up-to-date on issues in pharmacy, with emphasis on marketing issues, through mainstream media outlets (CBC, CTV, Globe & Mail, etc.) as well as pharmacy specific modes (CPhA, PAS, CPJ, etc.); if the issue does not focus directly on marketing, consider how marketing did or could play a role in the issue. Again, the more one engages in the material of the course, the more one will take away from the course and likely the better grade one earns at the end of the course.

At the start of each class the instructor will begin with a discussion on current issues and if you have come across issues you feel are relevant to class, please bring them up at this time; they can be issues we have discussed already or issues that you would like to discuss for the first time.

A variety of teaching methods will be utilized throughout this course. For example, student groups will lead a discussion on an article related to topics discussed in class. For this task groups are expected to read the article and prepare to lead the class discussion on the article. This is an informal discussion and therefore no PowerPoint slides are necessary. During this discussion it would be best to provide an overview of the article and then go into specific aspects that your group felt were key to the class and to your future career. While only one group leads the discussion on a topic, all students are expected to read the article and all articles may be examined on your midterm and/or final examinations.

The textbook *Marketing for Pharmacists* is a required textbook; therefore, all material discussed in the textbook is expected to be read. Other materials will be provided throughout the term, such as articles and cases, and are also required reading.

You are expected to attend every class, arriving on time so that we may begin promptly (1:30 PM); if you are late, please do not attempt to enter the classroom as you will disturb your peers.

Students are expected to have read the chapter and/or article in advance of the class.

Students will be provided with the lecture slides prior to commencement of the class, on Blackboard (PAWS), to allow time to download and copy the lecture slides. However, the instructor will assume that students have read the chapter in advance and will cover only the most salient and important aspects of the chapter in the class to allow time for discussion of the current events, cases and any questions arising from the chapter. That said, the exams are based in part on slides but a majority from lectures. Therefore, take good notes in class!

When communicating with your instructor and guest speakers, you are expected to be professional and courteous. As well, you are expected to use proper format when sending an e-mail, including an accurate subject in the subject line and proper use of grammar and format (for example, capital letters to start sentences, punctuation, etc.); failure to do so may result in not receiving a response.

Groups

This course consists of work you will complete as a member of a group. Each student is to be included in a group; the size of each group will ultimately depend on the number of students enrolled in the course, but groups cannot be more than four members. You are encouraged to select members of your group based on a diverse background, and not because you are friends.

Evaluation

Marketing Plan (40% in total)

A marketing plan will be completed by the group you formed. While this marketing plan is not due until **November 15th**, there are deadlines to meet along the way, including your proposed plan/focus on **October 4th**. The earlier you pick a topic, the easier the process will be for you and your group!

Marketing plans form the basis on an organization's marketing strategy, and are used in all types of organizations (for-profit and not-for-profit); marketing plans are commonly developed as an extension of an organization's business plan.

You are to have secured a topic/focus for your marketing plan by **September 20th**. Once a group has selected a topic, it will no longer be available for other groups, so you are advised to act early.

Your proposed marketing plan (worth 5% of final grade in course) is to be submitted two weeks after selecting your topic/focus (**October 4th**). This submission will simply state what type of organization (community pharmacy, hospital pharmacy, as a consultant pharmacist, etc.) you are proposing the plan for, what type of service, and a timeline of how you will proceed to complete the plan by the due date; the final plan is due at the beginning of class **November 15th**.

Each marketing plan is to be typed in 12 point font, 1.5 spaces. All marketing plans *must* show any and all sources used in completing the plan. References are to be cited at the end of the plan in a reference section (APA). If you are unsure about referencing style, please see me. A bibliography *must* be attached at the end of the plan for sources that were not cited in-text, but were used to inform your plan. **Plans submitted without references or bibliography (if applicable) will receive a zero.**

When submitting your final marketing plan, you must submit a hard copy by the beginning of class **November 15th** AND an electronic copy via e-mail to (jason.perepelkin@usask.ca) - failure to submit both copies on time will result in a late penalty. The electronic copy is saved and may be used as a resource to future students (once permission is obtained and all names are removed) and to protect your intellectual property by ensuring your work is secured and not passed off as someone else's in the future.

The last scheduled class (**November 29th**) for this course will consist of each group presenting their marketing plan (worth 5% of final grade in course). All members of each group are encouraged to present; however, *if agreed upon by all group members*, select members may present on behalf of the entire group. The required length of each group presentation will ultimately rely on the

number of groups in the class. While the professor will assign the grade you earned for your presentation, your classmates will also provide feedback by completing an evaluation form.

In working closely with practitioners, you are encouraged, if you feel comfortable, to invite the practitioners you worked with to your presentation.

Once all groups have presented, you will receive your graded marketing plan back. It is anticipated that you will receive your grade for the presentation within 48 hours of the end of the presentations.

Group Led Discussion (10%)

As a group (everyone in your group must participate), you will lead the class discussion on an article related to pharmacy/pharmacist marketing and/or marketing pharmacy/health services. This will be informal (do not need to wear business attire), but you are expect to have prepared a thorough evaluation of the article, including examining the methods and how it may apply to your career, as well as preparing discussion questions for the class. The required length of each group led discussion will depend on the number of groups in the class. While ultimately the grade your group earns will be determined by the professor, your colleagues/classmates will also assess each group by completing a evaluation form.

Exams (50% in total)

There will be a midterm exam (**October 25th**) worth 20% of your final grade. The exam will be comprised of short answer and/or case questions.

The final exam is worth 30%. The final exam will be comprised of short answer and/or case study questions. All the material covered in course, including class discussions on current events, videos, and guest speakers will be eligible for exam. The exam will test you on your understanding of the concepts as well as the critical thinking of applying your learning to real world situations. Final exams can be scheduled up to and including **December 22nd**, so do not make travel/moving arrangements until you know your final exam schedule.

Summary of Course Evaluation

<i>Requirements</i>	<i>Percent of Final Grade</i>
<i>Group Marketing Plan</i>	
Proposed Plan (October 4 th)	5%
Final Plan (November 15 th)	30%
Presentation of Plan (November 29 th)	5%
<i>Group Led Discussion</i>	10%
<i>Exams</i>	
Midterm Examination (October 25 th)	20%
Final Examination	30%
<i>Total:</i>	100%

Academic Honesty

Every student registered in this class is expected to have read and understood the rules regarding student academic dishonesty posted at www.usask.ca/university_secretary/honesty. Students are expected to know the rules regarding plagiarism (passing off work that is not their own).

Ignorance of the rules is no defence against a charge of academic dishonesty.

Weekly Schedule (subject to change)

<i>Week</i>	<i>Topic</i>	<i>Textbook</i>	<i>Note</i>
SEPTEMBER			
September 6 th	Overview of Course; Introduction to Marketing	Chapter 1	
September 13 th	Group Led Discussion; Important Marketing Concepts & Characteristics of Services	Chapters 2 & 3	A
September 20 th	Group Led Discussion; Managing Service Performance & Designing Pharmacy Services	Chapters 4 & 5	A
September 27 th	Group Led Discussion; Consumer Behaviour & Consumers' Evaluation of Service	Chapters 6 & 7	A
OCTOBER			
October 4 th	Group Led Discussion; Strategic Marketing Planning & Marketing Strategies	Chapters 8 & 9	A
October 11 th	The Marketing Environment & Marketing Research		
October 18 th	Group Led Discussion; Market Segmentation & Marketing Communication	Chapters 10 & 11	A
October 25 th	Midterm		
NOVEMBER			
November 1 st	Group Led Discussion; Pricing Pharmacist Services & Channels of Distribution	Chapters 12 & 13	A
November 8 th	Retention & Relationship Strategies; Developing Customer Loyalty		
November 15 th	Controlling & Monitoring (Social Marketing?)		
November 22 nd	Course Review & Housekeeping		
November 29 th	Marketing Plan Presentations		

A = article discussion

Required Readings for In-class Discussion (*Due to the University not having a copyright agreement, the articles cannot be posted and therefore you will have to obtain the articles yourself via the University Library website*)

Week 2

Lesley White and Christopher Clark (2011). Stakeholders' Views of Service Quality in Community Pharmacy: A Qualitative Study. *Health Marketing Quarterly*. 27, pp. 48-65.

Mark Somers, Linda Finch, and Dee Birnbaum (2010). Marketing Nursing as a Profession: Integrated Marketing Strategies to Address the Nursing Shortage. *Health Marketing Quarterly*. 27, pp. 291-306.

Thanigavelan Jambulingam, Ravi Kathuria, William R. Doucette (2005). Entrepreneurial orientation as a basis for classification within a service industry: the case of retail pharmacy industry. *Journal of Operations Management*. 23, pp. 23-42.

Week 3

Bartholomew E. Clark and Jeanine K. Mount (2006). Pharmacy service orientation: A measure of organizational culture in pharmacy practice sites. *Research in Social and Administrative Pharmacy*. 2, pp. 110-128.

Dennis Tootelian, Lynn Rolston, and Michael Negrete (2006). Consumer Receptiveness to Non-Traditional Roles for Community Pharmacists. *Health Marketing Quarterly*. 23 (1), pp. 43-56.

Week 4

David A. Holdford (2005). Understanding the dynamics of the pharmaceutical market using a social marketing framework. *Journal of Consumer Marketing*. 22 (7), pp. 388–396.

Lesley White and Christiane Klinner (2011 in press). Service quality in community pharmacy: An exploration of determinants. *Research in Social and Administrative Pharmacy*.

Week 5

Gianluigi Guido, Giovanni Pino, and Daniela Frangipane (2011). The role of credibility and perceived image of supermarket stores as valuable providers of over-the-counter drugs. *Journal of Marketing Management*. 27 (3–4), pp. 207–224.

Ruth A. Schmidt and Elke A. Pioch (2004). Community pharmacies under pressure: issues of deregulation and competition. *International Journal of Retail & Distribution Management*. 32 (7), pp. 354–357.

Week 7

William R. Doucette and Randal P. McDonough (2002). Beyond the 4Ps: Using Relationship Marketing to Build Value and Demand for Pharmacy Services. *Journal of the American Pharmacists Association*. 42 (2), pp. 183–194.

Gladys M. Garcia, Margie E. Snyder, Stephanie Harriman McGrath, Randall B. Smith, and Melissa Somma McGivney (2009). Generating demand for pharmacist-provided medication therapy management: Identifying patient-preferred marketing strategies. *Journal of the American Pharmacists Association*. 49 (5), pp. 611–616.

Week 9

Christopher Clark and Lesley White (2009). Entry barriers in retail pharmacy: a novel model. *International Journal of Pharmaceutical and Healthcare Marketing*. 3 (3), pp. 279–293.

Walter Wymer (2010). Consumer Perceptions of Prescription Drug Websites: A Pilot Study. *Health Marketing Quarterly*. 27, pp.173–194.

NOTE: it is possible for a group to lead their article discussion on a article that is not listed here; however, it must first be approved.
