

Social and Administrative Pharmacy

Peoples' Friendship University of Russia

Degree or qualification is awarded: **Postgraduate course**

Language of study: **English**

Mode of study: **full-time**

Duration: **3 years**

Availability of free education: **no**

Price: **414 960 RUB per year for CIS students; 4 200 US \$ for international students**

Programme curator: **Loskutova Ekaterina Efimovna**

Tel.: **+7 (495) 434-70-01**

E-mail: loskutova_ee@rudn.university

Programme Focus

Fundamentals of the methodology of organizational and economic research in pharmacy. Methods of organizational and economic research in pharmacy: general scientific and specific.

Methods and design of pharmacoeconomic research. Pharmaceutical economy. Features of the main economic laws in the pharmaceutical market. Basics of pricing in the pharmaceutical market. Analysis and planning of the results of economic activity: turnover, costs, profit, pharmacy resources. Comprehensive assessment of the effectiveness of the pharmacy organization. Modern pharmaceutical management. Theoretical bases of pharmaceutical management. Developing the basics of designing pharmacy organizations. Technology of adoption of administrative decisions. Coordination of activities in the pharmacy organization. Socio-psychological methods in pharmacy management. Fundamentals of pharmaceutical marketing. The main provisions of the theory of marketing (marketing complex, product life cycle, etc.) and their use in the pharmaceutical market. Pharmaceutical marketing, features and modern concepts. Marketing analysis of assortment of pharmaceutical products. Integrated marketing analysis of consumption and forecasting of the need for medicines. Communication marketing. The concept of consumer behavior and types of consumers in the pharmaceutical market. The process of the formation of consumer choice and the factors affecting it. Methods for studying consumer behavior in the pharmaceutical market. Modern marketing concepts focused on the consumer. Marketing concept «4C». Marketing of relationships. Information support of the circulation of medicines and researches of the field of the organization of pharmacy. International information system in pharmacy and its resources. State reference and information fund of medicines for manufacturers and consumers of this product, structure, composition, principles of acquisition. Information systems and technologies in the management and marketing of a pharmacy organization. Internet marketing and e-commerce.

Programme advantages

Deep and comprehensive knowledge that meets the requirements of the pharmaceutical business for specialists in the field of pharmaceutical marketing and management, consumer behavior, project activities in the pharmaceutical market.

Graduates' expertise and career opportunities

Russian and foreign pharmaceutical companies-manufacturers and distributors (marketing, sales, registration), project management in the pharmaceutical market

Specializations within this programme