

## MRT 598 : Marketing for pharmacists

This course examines the underpinning 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 as well as the practical marketing strategies that can be used in day to day pharmacy management. Throughout the course, topics relevant to public policy formation and evaluation will be central to discussion. Topics will include important marketing concepts, managing service performance, advertising and promotion, significant laws affecting pharmacy practice management, consumer behavior, strategic marketing planning, segmentation, communication, pricing pharmacist services, channels of distribution and marketing ethics. Lectures will focus on theoretical concepts and examples of strategies currently being used within pharmacy and the broader health care environment. This course will be of value to pharmacy students seeking careers in pharmaceuticals companies, management, and industrial pharmacy.

**Credits 3**