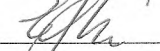


APROB
 Șef Catedră de medicină socială și
 management "Nicolae Testemițanu",
 Dr. hab.șt.med., conf.univ.


 Elena Raevschi
 Proces verbal nr. 2 din 28/09/2022

Lecture schedule
"Medical Marketing"
Optional discipline

Medicine nr. II Faculty, IIInd year, 2022-20223 (semester V)


	Subject	Date	Time	Room	Groups	Teacher
1.	Marketing concept and basics notions. Types of marketing. Health services market (demand, supply, price and competition).	07.10 Friday	15 ³⁰ – 17 ⁰⁰	405 catedra	M2051,2052 M2054	Ferdohleb Alina
2.	Marketing research. The product/ service; price of the product/service – elements of the marketing mix. Target market analysis. Price strategies	10.10 Monday	17 ⁰⁰ – 18 ³⁰	405 catedra	M2051,2052 M2054	Ferdohleb Alina
3.	Promotion – an element of the marketing mix. Forms and promotion strategies. Distribution – an element of the marketing mix. Channels and distribution networks. Behaviour in distribution networks	12.10 Wednes day	17 ³⁰ – 19 ⁰⁰	405 catedra	M2051,2052 M2054	Ferdohleb Alina
4.	Communication of service provider - consumer. Types of customers. Ethics in customer relations. Patient-doctor communication	14.10 Friday	17 ¹⁰ – 18 ⁴⁰	405 catedra	M2051,2052 M2054	Ferdohleb Alina
5.	Organizing marketing activity. Forecasting and planning in marketing. Structure of the Marketing Plan.	17.10 Monday	17 ⁰⁰ – 18 ³⁰	405 catedra	M2051,2052 M2054	Ferdohleb Alina

Practical seminar schedule
"Medical Marketing"

Day	Date	Time	Group	Room	Profesorii
Friday	07.10	17 ⁰⁰ –18 ³⁰	M2051,2052 M2054	405 404	Alina Ferdohleb Ludmila Goma
Tuesday	11.10	17 ⁰⁰ –18 ³⁰	M2051,2052 M2054	405 404	Alina Ferdohleb Ludmila Goma
Wednesday	12.10	16 ⁰⁰ –17 ³⁰	M2051,2052 M2054	405 404	Alina Ferdohleb Ludmila Goma
Friday	14.10	15 ³⁰ –17 ⁰⁰	M2051,2052 M2054	405 404	Alina Ferdohleb Ludmila Goma
Tuesday	18.10	17 ⁰⁰ –18 ³⁰	M2051,2052 M2054	405 404	Alina Ferdohleb Ludmila Goma

18.10 -examen

Șef studii studenți


 Ludmila Goma dr. în econ., conf. univ