

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


Elena Raevschi

Proces verbal nr. 2 din 27/09/2021

Lecture schedule
"Medical Marketing"
Optional discipline
Medicine nr. II Faculty, IIInd year,
2021-2022 (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). | 19.11 | 16 ⁰⁰ -17 ³⁰ | On-line | 1950; 1951. | M.Cărăruș |
| 2. | Marketing research. The product/service; price of the product/service – elements of the marketing mix. Target market analysis. Price strategies | 19.11 | 17 ⁴⁰ -19 ¹⁰ | On-line | 1950; 1951. | M.Cărăruș |
| 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 | 23.11 | 18 ⁰⁰ -19 ³⁰ | On-line | 1950; 1951. | M.Cărăruș |
| 4. | Communication of service provider-consumer. Types of customers. Ethics in customer relations. Patient-doctor communication | 25.11 | 17 ³⁰ -19 ⁰⁰ | On-line | 1950; 1951. | M.Cărăruș |
| 5. | Organizing marketing activity. Forecasting and planning in marketing. Structure of the Marketing Plan. | 26.11 | 16 ¹⁰ -17 ⁴⁰ | On-line | 1950; 1951. | M.Cărăruș |

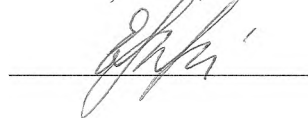
Şef studii (responsabil studenți internaționali)



Mariana Cernițanu

APROB

Şef Catedră de medicină socială și
management "Nicolae Testemițanu",
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Elena Raevschi

Proces verbal nr. 2 din 27/09/2021

Practical seminar schedule
"Medical Marketing"
Optional discipline
Medicine nr. II Faculty, IIInd year,
2021-2022 (semester V)

| Day | Date | Time | Group | Room | Profesorii |
|-----------|-------|------------------------------------|------------|---------|------------|
| Monday | 22.11 | 17 ³⁰ -19 ⁰⁰ | 1950; 1951 | On-line | M.Cărăuș |
| Wednesday | 24.11 | 18 ⁰⁰ -19 ³⁰ | 1950; 1951 | On-line | M.Cărăuș |
| Friday | 26.11 | 17 ⁵⁰ -19 ²⁰ | 1950; 1951 | On-line | M.Cărăuș |
| Monday | 29.11 | 17 ³⁰ -19 ⁰⁰ | 1950; 1951 | On-line | M.Cărăuș |
| Tuesday | 30.11 | 18 ⁰⁰ -19 ³⁰ | 1950; 1951 | On-line | M.Cărăuș |

Şef studii (responsabil studenți internaționali)



Mariana Cernitanu