

Module Title:	Pharmacy Purchasing and Digital Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	This module will be taught over 12 x 3 hour lecture classes. Students will learn through traditional and non-traditional contexts. Lecturer-led interactions and discussion of assignments will show the students the application of material.
Module Aim:	The aim of the module is to introduce students to key concepts relevant to the operational management of a pharmacy, supply chain management and digital marketing.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe basic business principles, relevant to pharmacy, including: budgets, strategic planning and cashflow management, digital marketing, supply chain management, purchasing and stock control and discuss factors which influence their operational decisions
LO2	Design and implement pharmacy based purchasing systems.
LO3	Design, plan, implement and review a digital marketing campaign in a pharmacy setting.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Pharmacy Business Principles

Budgets, cashflow management, and strategic planning. Factors which influence operational decisions appropriate within the pharmacy regulatory environment.

Supply chain management , purchasing and stock control

An overview of Supply Chain Management, Logistics, The Retail Sector, Basic Purchasing Principles, Retail Buying, Category Management, Product Quantity Decisions, Supplier Management. Measuring and Improving Performance, Integrating Supply Chain management with Organizational Competitive Strategy,

Digital Marketing

An overview of basic marketing principles, digital marketing, integrated marketing communications , brand management, market segmentation, targeting and measuring performance.

Assessment Breakdown

	%
Continuous Assessment	50.00%
Project	50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	A combination of case studies, presentations, posters and multiple choice questions, throughout the module to provide formative and summative assessment.	1,2,3	50.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will undertake a summative project, reflective of a real world pharmacy environment, allowing the student to showcase key skills, competencies and knowledge gained and developed throughout this module.	1,2,3	50.00	n/a

No Practical

No End of Module Formal Examination

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	A combination of case studies, presentations, posters and multiple choice questions, throughout the module to provide formative and summative assessment.	1,2,3	50.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will undertake a summative project, reflective of a real world pharmacy environment, allowing the student to showcase key skills, competencies and knowledge gained and developed throughout this module.		50.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	3.00
Total Hours		81.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	15 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	3.00
Total Hours		90.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_SAPHF_D	Bachelor of Science in Pharmacy Technician Studies	1	Mandatory