

THE IDEAS OF MANAGEMENT AND MARKETING IN THE CONTEXT OF
PROFESSIONAL DISCIPLINES IN THE SYSTEM OF THE FUTURE
PHARMACISTS' TRAINING

The article reveals the importance of an interdisciplinary approach to the future specialists' training in the pharmaceutical industry in the teaching of professional disciplines. The profile disciplines, which are supposed to be components at the graduates' preparation of the Pharmacy specialty, are defined. The characteristic and assessment of the course on the basics of management and marketing in pharmacy, taught in higher medical (pharmaceutical) educational institutions, is given. The author notes that the process of studying management and marketing in pharmacy as an independent science, which stands in line with other disciplines and is not only an assistant in preparing graduates of the Pharmacy specialty, but also an equal partner of these disciplines in the educational process, needs improvement. The author's work is based on marketing research in the field of pharmacies' customer service, sociological research of pharmaceutical companies, and his experience in conducting theoretical and practical classes on the organization and economics of pharmacy with the basics of management and marketing in higher medical educational institution.

Today, market economic relations require managers of pharmaceutical companies to have modern approaches to work, that determines the feasibility of qualitative specialists' training in the pharmaceutical industry in management and marketing. The main activity of the enterprise is its focus on consumer's demands. According to O. Chirva, "... the usage of management and marketing in the activities of pharmaceutical companies, allows to coordinate the interests of consumers on the one hand and the interests of the company - on the other". We repeatedly emphasize that without the educational establishment's cooperation with representatives of practical medicine and pharmacy it is impossible to achieve the desired result, which is aimed at obtaining a well-trained pharmaceutical specialist who is able to work in management and marketing to ensure European level of medical and pharmaceutical services.

In the article the author repeatedly emphasizes that pharmaceutical management and marketing is one of the final components in a complex of professionally-oriented disciplines. After all, the subject of the discipline's study are the laws, principles of formation, the functioning and the development of the pharmaceutical organization's management system, as well as the marketing philosophy and management methods in conditions of fierce competition. In this case, as a field of knowledge, management is an interdisciplinary field that combines the achievements of economic, sociological, psychological, legal and other disciplines. According to the analysis of the study, the main task, in the author's opinion, is to improve the strategy and tactics of marketing activities of the company, which are formed taking into account the views of respondents, namely: to increase the level of pharmaceutical care and recognition that customer service needs constant adjustment. Primarily it concerns pharmacy workers directly, who should give the impression of competent and restrained professionals in their field, whose recommendations can be trusted. The author relies on the main provisions of the Education Law of Ukraine (2017), Higher Education Law of Ukraine, namely on competence - as a dynamic combination of knowledge, skills, ways of thinking, other personal qualities that determine a person's ability to socialize successfully, conduct professional and / or further educational activities.

In the process of professional disciplines' teaching for students of graduating groups of the Pharmacy specialty the organization and economics of pharmacy is 70% of all the above mentioned studies, 30% is the basics of management and marketing. No subject covers the infrastructure of the national pharmaceutical market, strategic marketing planning, business plan modeling and marketing environment of the pharmaceutical company but management and marketing in pharmacy, which confirms the interdisciplinary integration of these two disciplines. At the same time, the author considers the interdisciplinary approach of management and marketing in pharmacy in cooperation with pharmacology and clinical pharmacology in the section "Marketing policy of medicines", as well as medical and pharmaceutical commodity science, when this discipline considers the issues of drug range, development of new drugs, life cycles and competitiveness of drugs. After all, in the complex they provide a powerful base of

educational material, both for theoretical and practical classes, in the process of graduates' training of the Pharmacy specialty.

Each component described in the article is studied by analyzing the medical and pharmaceutical literature, observing the work of pharmaceutical workers in the process of pharmacy visitors' service and solving management issues. Based on the results of sociological research, the author notes that the gap between the theory taught in higher medical (pharmaceutical) educational institutions, and the practice, the requirements for practitioners of practical pharmacy by employers - require considerable attention to the issue of management and marketing in pharmacy. Since the majority of respondents assess their knowledge of management as unsatisfactory, the author recommends: to identify priority areas for improving the curriculum in management and marketing in pharmacy; to increase the number of academic hours for practical classes; to implement new teaching methods, taking into account the conditions of distance learning; to involve representatives of leading pharmaceutical institutions in teaching.

Today, the situation in the system of health care has changed dramatically, so medical and pharmaceutical education in Ukraine requires a significant approach to the real needs of health care practice, which in turn requires special training of future pharmaceutical workers to perform managerial and organizational functions.