

## **MEDICAL PROMOTION AND MARKETING PROGRAM 2022/2023 COURSE CONTENTS**

### **FIRST CLASS I**

#### **MYO101 BASIC ANATOMY AND PHYSIOLOGY THEORY+APPLICATION (3+0) ECTS:4**

Introduction to Anatomy and Physiology, Cell theory, Cell organelles, Substance exchange, Cell metabolism, Locomotor System Anatomy and Bone, joint and muscle Physiology, Respiratory System Anatomy and physiology, Circulatory System Anatomy and Physiology, Digestive System, Urinary System, Genital System, Endocrine System, Nervous System, Sense Organs Anatomy and Physiology.

#### **TTP117 CUSTOMER RELATIONS MANAGEMENT (3+0) ECTS:6**

Traditional and relationship marketing concepts and customer relationship management formation, customer relations

objectives and steps of management, electronic customer relationship management, types of communication with customers, customer

10 elements that create effective communication with the customer and telephone communication with the customer, acquiring new customers and existing

Customer retention is one of the research techniques used in the measurement of customer relationship management.

Focus group discussions, advisory panels, critical incident technique, benchmarking and customer relationship surveys.

#### **TTP118 STATISTICS (2+0) ECTS:4**

Frequency Analysis, Normal Distribution, Standard Normal Distribution Statistical Graphics, t Test, t Test

Applications of Standard Normal Distribution, Regression and Correlation Analysis in Marketing Use in Research

#### **MET101 PROFESSIONAL ETHICS (2+0) ECTS:2**

Professional ethics course tells the basic concepts, moral rules and value system about the concept of ethics.

The virtues, patient rights, principles of medical ethics, values and ethical codes that the healthcare worker should have.

#### **RPSI209 POSITIVE PSYCHOLOGY AND COMMUNICATION SKILLS (2+0) ECTS:3**

Definition and Basic Concepts of Positive Psychology

Theoretical Foundations of Positive Psychology

Introduction to Social Cognitive Neuroscience-Cerebral Infrastructure of Social Behaviors

Positive Psychology Applications-Emotional Intelligence-Adults, Children and Adolescents, Marriage and Business Life

Emotional intelligence )

Self-Knowledge and Awareness (1 hour Theory and 1 hour Practice)

Getting to Know Others and Empathy (1 hour Theory and 1 hour Practice)

Communication Skills (1 hour Theory and 1 hour Practice)

Motivation and Planning (1 hour Theory and 1 hour Practice)

Problem Solving Skills (1 hour Theory and 1 hour Practice)

Anger, Aggression and Violence (1 hour Theory and 1 hour Practice)

Relationship Management (1 hour Theory and 1 hour Practice)

Persistence (1 hour Theory and 2 hours Practice)

Healthy Decision Making (1 hour Theory and 1 hour Practice)

Compromise (1 hour Theory and 1 hour Practice)

#### **TURK101 TURKISH LANGUAGE I (2+0) ECTS:3**

Language awareness, reading taste and habit, basic spelling and punctuation

correct use of rules, a wider vocabulary.

#### **INGU101 ENGLISH I (3+0) ECTS:3**

This course is designed for new learners of English and aims to develop basic language skills.

targets. Through different teaching techniques and practice studies, learners' listening, reading and helps them acquire writing skills. Learners, real-life situations

They learn basic grammar patterns and words using the dialogues and texts used in them. It

At the end of the course, learners will progress from English beginner to intermediate-beginner level.

they are prepared.

#### **ATA101 PRINCIPLES OF ATATURK AND HISTORY OF REVOLUTION I (2+0) ECTS:3**

Basic Concepts, Reasons for the Collapse of the Ottoman Empire, Turkish Innovation Movements, World War I,

National struggle.

#### **RKUL 101 UNIVERSITY CULTURE I (0+2) ECTS:1**

Each semester, the academic units at the university, the student council and student clubs' suggestions.

Seminars, conferences, panels, which will be held for 14 weeks within the framework of a program consisting of

Includes workshops and talks.

## **FIRST CLASS SEMESTER II**

### **TTP 116 PHARMACOLOGY I (2+0) ECTS:3**

Introduction to pharmacology and basic concepts, pharmacokinetics, pharmacodynamics, central nervous system drugs, autonomic nervous system drugs, cardiovascular system drugs, analgesics, anti-inflammatories, anesthetics, rational drug use issues.

### **TTP229 KNOWLEDGE OF DISEASES (3+0) ECTS:4**

Concepts of Health and Disease, Respiratory System Diseases, Digestive System Diseases, Nervous System

Diseases, Circulatory System Diseases, Excretory System Diseases, Endocrine System Diseases, Blood System Diseases, Joint and Skin Diseases.

### **TTP120 FINE SPEAKING AND DECTION (2+0) ECTS:3**

General Introduction on the Curriculum, Operation and Activities of the Course. Presentations on Self-expression.

Presentations on Self-expression. Communication and Communication Skill in General Scope. Face to Face

Negotiation and Planning Stages. Technical Preparation of Speech. Psychological Preparation of Speech. Physically,

Literary and Expressive Preparation. Mastery of the Listener/Comprehension of the Listener. Body in Job Interviews

Language. Basic Steps of Effective and Good Speaking to Audience, Group, Individual. self-expression Presentations. Presentations for Self-expression.

### **TTP122 REPORT PREPARATION TECHNIQUES (2+0) ECTS:3**

The basic principles of preparing reports and presentations will be covered with priority. In addition, Communication and Written

Communication, Writing Rules, Correspondence Techniques, Types of Correspondence, Organizational Correspondence and Business Letters,

Reports and Report Writing Techniques.

### **TURK102 TURKISH LANGUAGE II (2+0) ECTS:3**

Language awareness, reading taste and habit, correct use of basic spelling and punctuation rules, a wide vocabulary.

### **INGU102 ENGLISH II (2+0) ECTS:3**

This course is designed for new learners of English and aims to develop basic language skills. targets. Through different teaching techniques and practice studies, learners' listening, reading and helps them acquire writing skills. Learners, real-life situations They learn basic grammar patterns and words using the dialogues and texts used in them. It At the end of the course, learners will progress from English beginner to intermediate-beginner level. they are prepared.

#### **ATA102 PRINCIPLES OF ATATURK AND HISTORY OF REVOLUTION II (2+0) ECTS:3**

Events, ideas and principles in the birth and development process of modern Turkey; Ataturk Era Turkish

Foreign Policy, Ataturk's Revolutions, Ataturk's Principles.

#### **RKUL102 UNIVERSITY CULTURE II (0+2) ECTS:1**

Each semester, the academic units at the university, the student council and student clubs' suggestions.

Seminars, conferences, panels, which will be held for 14 weeks within the framework of a program consisting of

Includes workshops and talks.

#### **TTP 999 SUMMER INTERNSHIP (20 WORKDAYS) ECTS:9**

Marketing, promotion and sales practices of students in pharmaceutical companies, medical companies and pharmacies

covers 20 working days.

#### **SECOND SEMESTER III**

#### **TTP223 PHARMACOLOGY II (2+0) ECTS:4**

drug administration routes, drugs used in the treatment of respiratory system diseases, treatment of asthma

drugs used, autonomic nervous system drugs, birth control methods and oral contraceptives,

gastrointestinal system drugs, analgesic and anti-inflammatory drugs, diabetes drugs, rational drug use,

drug abuse and addiction, drug interactions

#### **TTP225 CRISIS AND STRESS MANAGEMENT (2+0) ECTS:4**

The concept of stress and its relationship with crisis, organizational stress and management of organizational stress, sources of organizational stress,

effects of stress on individuals and organizations, techniques to be applied in individual coping with stress.

**TTP227 SALES TECHNIQUES (2+0) ECTS:4**

Identifying customer demographics, Identifying customer requests, Relationships with customers

Customers in the portfolio, Empathy Diction Listening and understanding the customer Body language

Communication with, Conducting and evaluating surveys, Creating the sales team, Preparing the program, Sales

Motivation of the team, Planning the products to be sold, Evaluation methods, Business

Programming Listening and understanding the customer, Communicating with body language

**TTP115 INTRODUCTION TO HERBAL PRODUCTS (2+0) ECTS:4**

Medical and aromatic plants, drugs, basic definitions, diagnostic methods, phytotherapy, in our country

It includes the medicinal plants seen, the methods of obtaining and their storage.

**TTP233 MARKETING RESEARCH APPLICATION I (0+4) ECTS:9**

Science, research, scientific research concepts, research types and classification, quantitative research types, research process, determination of the research topic, definition of the problem, source

research, research design and hypothesis creation, universe and sample in research, data sources and data collection methods, data organization, validity and reliability, basic data analysis methods, frequency tables, evaluation and interpretation of data, research report writing down

**TTP201 INTEGRATED MARKETING COMMUNICATION (2+0) ECTS:4**

Marketing mix, marketing communication methods, advertising, personal selling, sales promotion, public relations,

direct marketing, internet marketing

**SECOND CLASS SEMESTER IV****SKI204 MARKETING IN HEALTH INSTITUTIONS (2+0) ECTS:4**

Development of Marketing and Services, Definition of Service Concept, Common Features of Services,

The Importance of the Service Industry Today, Marketing Mix in Services, Traditional Marketing mix, Extended Marketing mix, Classification of Services, Concept of Product in Services,

Distribution of Services, Pricing of Services, People, Personnel, Customer in Service Marketing,

Physical Evidence, Environment, Dimensions of the service facility, Demand and Capacity Method in Service Businesses,

Service Capacity, Model, dimensions, quality enhancement, service encounter, Relationship Marketing

#### **TTP224 PHARMACEUTICAL MARKET AND COMPANY EVALUATIONS (3+0) ECTS:6**

Pharmaceutical market and its elements, the place of the pharmaceutical market and its medical representatives in the market, the need

welcome, opportunity, feature, benefit, interview with a regional manager working in a pharmaceutical company, research and question

shapes, support, feature and utility, closing of sale.

#### **TTP226 DISEASE CODING SYSTEMS (2+0) ECTS:4**

Hospital Information Systems, outpatient services information systems, clinical services information system. in hospitals

transition to electronic patient records. International disease coding systems. ICD-10 system

introduction to applications. Infectious and parasites. Diseases, coding and case study. Neoplasms

analysis and case studies. Examination of blood and blood-forming diseases and Immune System

Case studies of Disorders: Examination of Blood and Blood Forming Diseases and Disorders of the Immune System

case studies.

#### **TTP202 MARKETING RESEARCH APPLICATION II (0+4) ECTS:10**

Types of research, qualitative research, quantitative research, descriptive research

#### **TTP230 CONSUMER BEHAVIOR (2+0) ECTS:4**

This course includes consumer behavior and its effects on businesses; consumer behavior in marketing

importance, customer satisfaction, creating customer loyalty; consumption phenomenon, needs and wants; consumer

the concept and characteristics of behavior; consumer behavior and marketing strategy; consumers' purchase

their behavior and decisions; factors affecting the purchasing behavior of consumers; purchase decision

process examines the purchasing habits of consumers.

#### **MYO015 SOCIAL RESPONSIBILITY PROJECT (2+0) ECTS:2**

Introduction to the course, basic concepts, the concept of social responsibility and general social responsibility campaigns.

Determining the project topics of view (children, the elderly, women, environmental problems, education and learning) those who have problems, patients and health problems etc.) project preparation presentation. non-governmental organizations and getting to know their work.