

RELATIONS WITH THE MEDICAL INDUSTRY

1	Course Title:	RELATIONS WITH THE MEDICAL INDUSTRY
2	Course Code:	TTE6014
3	Type of Course:	Optional
4	Level of Course:	Third Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	4.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. MUSTAFA MURAT CİVANER
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Prof. Dr. M. Murat Civaner mcivaner@gmail.com / Tel: 224.295 4272 Adres: Uludağ Üniversitesi Tıp Fakültesi, Temel Tıp Bilimleri Binası Zemin kat, Tıp Tarihi ve Etik AD, Görükle, 16059, Bursa
17	Website:	
18	Objective of the Course:	In this lecture, it is aimed to have students adequate knowledge on the relationships between healthcare workers and medical industry - particularly the pharmaceutical industry-, the effects of those relationships, the possibility of protection from negative impacts of marketing methods, and validity and soundness of the arguments for and against.
19	Contribution of the Course to Professional Development:	This education will enable the student to gain the ability to prevent and solve ethical problems in this context by understanding the value problems arising from relations with the medical industry.
20	Learning Outcomes:	
	1	Understanding the types and nature of relationships between healthcare workers and medical industry
	2	Getting acknowledged about the concepts of 'Firm' and 'Marketing' along with the definitive features of medical industry
	3	Understanding the marketing methods and their impacts
	4	Understanding the effective and non-effective ways to prevent negative impacts of marketing methods
	5	Learning the relevant regulations in Turkey and in the world
	6	Analysing the validity and soundness of the arguments for and against
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21	Course Content:		
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Week	Theoretical	Practice	
1	The different parties of healthcare workers - medical industry relationships and their responsibilities		
2	The different parties of healthcare workers - medical industry relationships and their responsibilities		
3	Marketing and Advertisement		
4	Firm: Features and responsibilities		
5	Marketing methods		
6	Marketing methods		
7	Disease mongering		
8	Drug rep's detailing techniques		
9	Drug promotion in audio-visual media		
10	The impacts of marketing methods		
11	Rational drug use		
12	Regulations		
13	Arguments on healthcare workers - medical industry relationships and their analysis		
14	Arguments on healthcare workers - medical		
Activites		Number	Duration (hour)
			Total Work Load (hour)
Theoretical		Modirihan R. Satılık Hastaneler. Hayy Kitap, 2006, İstanbul	20.00
Practicals/Labs		0	0.00
Self study and preperation		Maccrieff J. İlaçla Tedavi Eftanesi: Psikiyatrik İlaç Kullanımına Eleştirel Bir Bakış. Metis yayıncısı, 2000	12.00
Homeworks		4	5.00
Projects		Elison S. Bir Masalmış Kolesterol. Hayy Kitap, 2007, İstanbul	0.00
Field Studies		0	0.00
Midterm exams		Kapitalizm Sağlığa Zararlıdır. Hayy Kitap, 2013, İstanbul. Elison S. Batı Tıbbi Sağlığınızın Altını Nasıl Ovar? Hayy	10.00
Others		0	0.00
Final Exams		1	20.00
Total Work Load		Wich HG. Asırı Teshis – Sağlık Adına Hasta Etmek. İnsev	120.00
Total work load/ 30 hr			4.00
ECTS Credit of the Course			4.00
TERM LEARNING ACTIVITIES		NUMBER	WEIGHT
Midterm Exam		1	25.00
Quiz		0	0.00
Home work-project		5	25.00
Final Exam		1	50.00
Total		7	100.00
Contribution of Term (Year) Learning Activities to Success Grade		50.00	
Contribution of Final Exam to Success Grade		50.00	
Total		100.00	
Measurement and Evaluation Techniques Used in the Course		multiple choice questions, assignments, small group reports	

24	ECTS / WORK LOAD TABLE															
25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	1	1	1	4	1	5	4	4	5	4	0	0	0	0	0	0
ÖK2	1	1	1	4	1	5	4	4	5	4	0	0	0	0	0	0
ÖK3	1	1	1	4	1	5	4	4	5	4	0	0	0	0	0	0
ÖK4	1	1	1	4	1	5	4	4	5	4	0	0	0	0	0	0
ÖK5	1	1	1	4	1	5	4	4	5	4	0	0	0	0	0	0
ÖK6	1	1	1	4	1	5	4	4	5	4	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							