

**Attestation procedure  
in the discipline "Pharmaceutical marketing "  
for students enrolled  
in the 2022 educational program  
33.05.01 Pharmacy,  
specialty,  
full-time education  
for the 2025-2026 academic year**

1. General principles of calculating the discipline rating

The discipline rating is an individual assessment of the student's study of the discipline, which is based on the rating for the entire period of studying the discipline (preliminary rating) and the rating for the intermediate assessment.

2. Calculation of the components of the preliminary rating

2.1. General principles

The discipline is studied during one semester (the seventh), so the preliminary rating for the entire period of studying the discipline ( $R_{predv}$ ) corresponds to the semester rating for the discipline in the seventh semester ( $R_{sem}$ ):

$$R_{predv} = R_{sem}$$

The semester rating of the discipline is calculated by the formula:

$$R_{sem} = (R_{tek} + R_{sro}) / 2 + R_b - R_{sh}$$

where  $R_{tek}$  – the current rating of the discipline,

$R_{sro}$  – the rating of the student's independent work within the discipline,

$R_b$  – the rating of bonuses,

$R_{sh}$  – the rating of penalties.

2.2. Calculation of the current semester rating

The current semester rating ( $R_{tek}$ ) is calculated as the arithmetic mean of all the grades received by the student during the semester of studying the discipline when completing the tasks of the current control of academic performance, which include the following types of tasks: testing, solving situational problems, control work, interview on control issues, assessment of the development of practical skills.

The performance of tasks is evaluated by the teacher at each seminar-type lesson on the basis of the criteria presented below (table 1) on a classical 5-point scale, where:

2 – unsatisfactory;

3 – satisfactory;

4 – good;

5 – excellent.

Table 1

Criteria for the current assessment forms used

		5	4	3	2
Testing	• Percentage of correct answers	91-100	76-90	61-75	< 61
Solving situational problems	• The accuracy of the response received	right	right	Partially correct	incorrect

	<ul style="list-style-type: none"> <li>• Availability, completeness, and correctness of the justification for the received response</li> </ul>	justified without comments	justified with comments	Partially justified	There is no justification
Control work	<ul style="list-style-type: none"> <li>• The accuracy of the responses received</li> </ul>	right	right	Partially correct	incorrect
	<ul style="list-style-type: none"> <li>• Availability, completeness and correctness of the justification of the answers received</li> </ul>	justified without comments	justified with comments	Partially justified	-
Interview on control issues	<ul style="list-style-type: none"> <li>• The accuracy of the responses received</li> </ul>	right	right	Partially correct	incorrect
	<ul style="list-style-type: none"> <li>• Completeness of the response</li> </ul>	full	quite complete	incomplete	incomplete
	<ul style="list-style-type: none"> <li>• The structure and logic of the response</li> </ul>	structured, logical	basically structured, logical	it is poorly structured, the logic is broken	unstructured, fragmented, chaotic
Assessment of the development of practical skills	<ul style="list-style-type: none"> <li>• Knowledge of the theoretical foundations of the skill performance</li> </ul>	knowledge	knowledge	uncertain knowledge	lack of knowledge
	<ul style="list-style-type: none"> <li>• Compliance with the technique of performing the skill and the success of the result</li> </ul>	compliance, successful outcome	compliance with minor inaccuracies, a successful result	completing the skill only after the teacher's correction is a successful result	an attempt to perform a skill that does not lead to a successful result, refusal to perform the skill
	<ul style="list-style-type: none"> <li>• Confidence and stability of skill performance</li> </ul>	confidence and stability	Lack of confidence in overall stability	uncertainty, repetition of mistakes when replaying a skill	

At the end of the semester, the Rtek is calculated and the calculated value is converted to a 100-point scale according to Table 3.

The absence of current debt is considered to be an Rtek value of more than 61 points.

### 2.3. Calculation of the student's independent work rating in the semester (Rcro)

The SRO rating in the semester corresponds to the student's assessment for completing the SRO electronic training course in this discipline on the electronic information and educational portal of the Federal State Budgetary Educational Institution of Higher Medical Education of the Ministry of Health of the Russian Federation. One semester of study of the discipline includes the implementation of one e-learning course SRO.

The SRO is evaluated based on the criteria presented below (Table 2) on a classical 5-point scale, where:

- 2 – unsatisfactory;
- 3 – satisfactory;
- 4 – good;

5 – excellent.

Table 2

SRO assessment criteria

Task type	Evaluation criteria	Rating on a 5-point scale			
		5	4	3	2
SRO in the form of an electronic course on the EIOP VolgSMU	• Meeting deadlines for completing work	complied with	complied with	complied with	not complied with
	• Completeness of the study of the material that is not subject to evaluation (watching presentations, videos)	studied in full	studied in full	studied in full	It has not been fully studied
	• • Completing the tasks of the assessment parts of the electronic course and the control section	> 4,50	4,00 – 4,49	3,00 – 3,99	< 3,00

At the end of each study, the student's Rcro is calculated and its calculated value is converted to a 100-point scale according to Table 3.

The absence of current debt is considered to be an Rrr value of more than 61 points.

#### 2.4. Transfer of the current rating and the SRO rating to the 100-point system

At the end of the semester, the student's current rating and SRO rating, calculated in a 5-point system, are converted to a score based on a 100-point system. The transfer is made according to Table 3.

Table 3

Conversion to a 100-point rating system

Average score according to the 5	point system Score according to the 100	point system Average score according to the 5	point system Score according to the 100	point system Average score according to the 5	point system Score according to the 100	point system Average score according to the 5	point system Score according to the 100
5,00	100	3,45	70	2,48	40	2,09	10
4,95	99	3,40	69	2,46	39	2,08	9
4,90	98	3,35	68	2,44	38	2,07	8
4,85	97	3,30	67	2,42	37	2,06	7
4,80	96	3,25	66	2,40	36	2,05	6
4,75	95	3,20	65	2,38	35	2,04	5
4,70	94	3,15	64	2,36	34	2,03	4
4,65	93	3,10	63	2,34	33	2,02	3
4,60	92	3,05	62	2,32	32	2,01	2
4,5	91	3,00	61	2,30	31	2,00	1
4,47	90	2,98	60	2,29	30		

4,43	89	2,95	59	2,28	29		
4,40	88	2,93	58	2,27	28		
4,37	87	2,90	57	2,26	27		
4,33	86	2,88	56	2,25	26		
4,30	85	2,85	55	2,24	25		
4,27	84	2,83	54	2,23	24		
4,23	83	2,80	53	2,22	23		
4,20	82	2,78	52	2,21	22		
4,17	81	2,75	51	2,20	21		
4,13	80	2,73	50	2,19	20		
4,10	79	2,70	49	2,18	19		
4,07	78	2,68	48	2,17	18		
4,03	77	2,65	47	2,16	17		
4,00	76	2,63	46	2,15	16		
3,90	75	2,60	45	2,14	15		
3,80	74	2,58	44	2,13	14		
3,70	73	2,55	43	2,12	13		
3,60	72	2,53	42	2,11	12		
3,50	71	2,50	41	2,10	11		

## 2.5. Rating of bonuses and penalties

Bonuses and penalties are awarded according to a 100-point system. The criteria for bonuses and penalties are given in table 4.

Table 4

### Discipline bonuses and penalties

Bonuses and Points	Bonuses and Points	Bonuses and Points
	Educational and research work on the topics of the studied subject	+ 5,0
	Certificate, diploma, diploma	+ 5,0
Penalties and Points	Penalties and Points	Penalties and Points
Disciplinary measures	Skipping a lecture or a practical lesson without a valid reason	- 2,0
	Failure to complete a task in practice classes	- 2,0
	Systematic lateness to lectures or practical classes	- 1,0
	Performing independent work not on time	- 1,0
	Violation of safety regulations	- 2,0
Causing material damage	Damage to equipment and property	- 2,0

### 3. Calculation of the intermediate assessment rating

The intermediate certification in the discipline is carried out in the form of a credit with a mark and includes the following types of tasks: an interview.

The assessment of the student's level of formation of the necessary competencies is carried out on a 100-point scale according to the criteria in table 5.

Table 5

Criteria for assessing the level of assimilation of the discipline's material and the formation of competencies

Response Characteristics	Assessment ECTS	Scores in the BRS	The level of competence formation in the discipline
A complete, detailed answer to the question is given, a set of conscious knowledge about the object is shown, manifested in the free operation of concepts, the ability to identify its essential and non-essential signs, cause-and-effect relationships. Knowledge about the object is demonstrated against the background of understanding it in the system of this science and interdisciplinary connections. The answer is formulated in terms of science, presented in literary language, logical, evidence-based, demonstrates the author's position of the student. The student demonstrates a high advanced level of competence formation. The intermediate certification has been completed.	A	100-96	high
A complete, detailed answer to the question is given, a set of conscious knowledge about the object is shown, the main provisions of the topic are evidently disclosed; a clear structure, logical sequence reflecting the essence of the disclosed concepts, theories, phenomena is traced in the answer. Knowledge about the object is demonstrated against the background of understanding it in the system of this science and interdisciplinary connections. The answer is presented in literary language in terms of science. There may be flaws in the definition of concepts, corrected by the student himself during the response process. The student demonstrates a high level of competence formation. The intermediate certification has been completed.	B	95-91	
A complete, detailed answer to the question is given, the ability to identify essential and non-essential signs, cause-and-effect relationships is shown. The answer is clearly structured, logical, and presented in literary language in terms of science. There may be flaws or minor errors corrected by the student with the help of a teacher. The student demonstrates an average increased level of competence formation. The intermediate certification has been completed.	C	90-81	average
A complete, detailed answer to the question is given, the ability to identify essential and non-essential signs, cause-and-effect relationships is shown. The answer is clearly structured, logical, and stated in terms of science. However, minor errors or omissions were made, corrected by the student with the help of "leading" questions from the teacher. The student demonstrates an average sufficient level of competence formation. The intermediate certification has been completed.	D	80-76	
A complete but insufficiently consistent answer to the question is given, but at the same time the ability to identify essential and non-essential signs and cause-and-effect relationships is shown. The answer is logical and stated in terms of science. There may be 1-2 mistakes in the definition of basic concepts, which the student finds it difficult to correct on his own. The student demonstrates a low level of competence formation. The intermediate certification has been completed.	E	75-71	low

An insufficiently complete and insufficiently detailed answer has been given. The logic and sequence of the presentation have violations. Mistakes were made in the disclosure of concepts and the use of terms. The student is not able to independently identify essential and non-essential signs and cause-and-effect relationships. A student can concretize generalized knowledge by proving their main points by examples only with the help of a teacher. Speech design requires corrections and corrections. The student demonstrates an extremely low level of competence formation. The intermediate certification has been completed.	E	70-66	
An incomplete answer is given, the logic and sequence of presentation have significant violations. Gross mistakes were made in determining the essence of the disclosed concepts, theories, and phenomena, due to the student's misunderstanding of their essential and non-essential features and connections. There are no conclusions in the response. The ability to reveal specific manifestations of generalized knowledge is not shown. Speech design requires corrections and corrections. The student demonstrates the threshold level of competence formation. The intermediate certification has been completed.	E	65-61	THRESHOLD
An incomplete answer is given, which represents scattered knowledge on the topic of the question with significant errors in definitions. There is a fragmentary, illogical presentation. The student does not realize the connection of this concept, theory, phenomenon with other objects of the discipline. There are no conclusions, concretization and evidence-based presentation. The speech is illiterate. Additional and clarifying questions from the teacher do not lead to correction of the student's answer not only to the question posed, but also to other questions of the discipline. There is no competence. The intermediate certification has not been completed.	Fx	60-41	COMPETENCE absent
No answers have been received on the basic questions of the discipline. The student does not demonstrate indicators of achieving the formation of competencies. There is no competence. The intermediate certification has not been completed.	F	40-0	

#### 4. Calculation of the final rating for the discipline

The final grade in the discipline (Rd) is calculated using the formula:

$$R_d = (R_{predv} + R_{pa}) / 2$$

The final grade in the discipline (Rd), calculated in a 100-point system, is converted into a 5-point system (credit with a mark) according to the table

Table 6

Final assessment of the discipline

Assessment according to the 100 point system	Assessment according to the 5 point system Assessme		Assessment according to ECTS
100-96	5	excellent	A
95-91			B
90-81	4	good	C
80-76			D
75-71	3	satisfactory	E
70-66			
65-61			
60-41	2	Unsatisfactory	Fx
40-0			F

Considered at the meeting of the Department of Organization of Pharmaceutical Business,  
Pharmaceutical Technology and Biotechnology «29» May 2025, Protocol №. 12

Head of the Department,  
Doctor of Pharmacy

A handwritten signature in blue ink, appearing to be 'V. S. Sirotenko', written in a cursive style.

V. S. Sirotenko