

This thesis is about marketing activities aimed at medical organizations from site of pharmaceutical companies. In the first part of thesis, there is theoretically discussed marketing of the pharmaceutical market. Because of specifics of this market, legal and ethical questions of marketing communication with healthcare providers are mentioned. Second part of thesis is attended to marketing model of company acting on the field of aesthetic medicine. Same part covers researches of customer's evaluation of marketing activities and of level of employee's satisfaction. Thesis argues about key role of direct sales in the field of pharmaceutical market.