



Marketing and Consumer Insights Student Research Group- VOICE

(Valorizing Opinions, Insights, and Consumer Experiences)

Scientific Coordinator:

Lecturer Dr. Marius Călin Chereches

Discipline: Marketing, Management and Sustainability

Email: marius.chereches@umfst.ro

Objectives:

- Developing market research skills (qualitative and quantitative)
- Understanding consumer behavior in pharmaceutical, cosmetic and nutrition sectors
- Practical application of marketing concepts in the healthcare sector
- Understanding legislative aspects and pharmacovigilance relevant to the industry.

Topics Covered:

- **Market research:** Questionnaire design, focus group moderation, interview analysis
- **Digital marketing:** Impact of online reviews, social media strategies, e-pharmacy
- **Consumer behavior:** Decision-making factors, loyalty, perceptions vs. reality
- **Applied areas:** Merchandising, pharmaceutical services, and product launches.
- **Legislative context:** Online pharmacy regulations, pharmacovigilance, pharmaceutical marketing

Proposed Activities:

- Methodological workshops (research instrument development, data analysis)
- Case studies from the pharmaceutical and cosmetic industry
- Mini research projects in collaboration with local pharmacies
- Marketing pitch simulations and professional presentations
- Participation in student conferences with original papers

Participation Criteria:

- Students from Years I-V (from programs - Pharmacy, Medical Cosmetics and Cosmetic Product Technology, Pharmacy Assistance, Nutrition and Dietetics)
- Master's students (from program Drugs from use to abuse. Pharmacovigilance and regulation)
- Demonstrated interest in marketing and consumer research





Skills Developed:

- Qualitative and quantitative research methodology
- Data analysis and interpretation (Delve)
- Professional presentation and communication
- Strategic thinking in marketing
- Understanding the regulatory affairs framework in the pharmaceutical industry

Benefits for Students:

- Mentorship for thesis development
- Possibility of co-authorship on publications
- Networking with industry professionals

Registration Method: Email with CV and letter of intent (200 words) about your interest in marketing and consumer insights in the healthcare sector.

Registration Deadline: Annually until the end of the first module (for the year 2025-2026 – 31 October 2025).

Contact: marius.chereches@umfst.ro

