**THE REALITY OF THE PROMOTINAL MIX ON PHARMACEUTICAL SECTOR IN PALESTAIN**

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**ABSTRACT**

The study aimed to recognize the reality of the promotional mix in the pharmaceutical companies in Palestine, to recognize the used elements in the drug-promotion process in these companies, to recognize the difficulties they face, and to come up with recommendations to develop the promotional process. The researcher used the descriptive approach and adopted a comprehensive survey for the pharmaceutical companies in Palestine. The following elements were studied advertising, personal selling, sales promotion, public relations and direct marketing.

The study population consisted of all the pharmaceutical manufacturing companies in Palestine. The study included five companies: Birzeit Pharmaceutical Company, Dar Al-Shifa Pharmaceutical Company, Jerusalem Pharmaceutical Company, Beit Jala Pharmaceutical Company, and Middle East Pharmaceutical Company (Megapharm).

The researcher used two types of instruments to collect data, the first was Interview and the second was Questionnaire. Four interviews were hold with sales managers. ninety eight questionnaire forms were distributed to all of the publicity and sales representatives, and there were eighty six of the forms regained, which equal 88% of the overall redemption. The Interviews were analyzed manually, while the questionnaire forms were analyzed by Statistical Packages of Social Sciences (SPSS).

The study has concluded with a set of findings, and the most important one is:

1. The entirety of the promotional-mix degree is high.
2. The highest of the degrees was the of the personal-selling degree, while the lowest one was the of the advertising degree.

Recommendations for pharmaceutical companies in Palestine:

1. The pharmaceutical companies in Palestine should maintain the application of the promotional mix elements in promoting medicines to a high degree.

2. The Administration of Administrative Affairs in the pharmaceutical companies in Palestine should work on holding courses in the administrative fields in general and in the areas of marketing and promotion in particular for managers, advertising representatives and sales representatives on an ongoing basis, and keep them in constant contact with everything new in this field.

3. The Department of Research and Development in the pharmaceutical companies in Palestine should work on taking advantage of technological development by introducing new technological methods such as applications on smart phones or creating groups on social networking sites for doctors and pharmacists, which will help in developing the promotional process.

4. The sales department in the pharmaceutical companies in Palestine should work on a permanent analysis of the reality of the promotional mix and study its components completely and try to address and improve the weaknesses.

5. The pharmaceutical companies in Palestine should benefit from their global expansion in transferring different experiences from abroad to the inside.