**Benchmark Assignment Part . B**

**Design-A-Drug**

**Course Student Learning Outcomes**

The purpose of this assignment is to allow you to demonstrate mastery of the following course level outcomes:

1. Identify drug dosage forms and delivery systems.
2. Describe regulatory and pharmacological classification systems of pharmaceutical products.
3. Discuss fundamental disease processes and the pharmaceutical products used in treating such diseases.

**Part B**:

Using the drug you created from Part A, you will develop a detailed advertisement to promote and introduce your product. This can be in the form of a PowerPoint, a video, a brochure, or pamphlet, etc. Here is what will be included in your presentation:

* Discuss the disease, disorder, or symptoms that the product can address.
* How can the product you developed aid in reducing symptoms or can it address the disease or disorder at its source?
* How is the medication administered? What types of dosage forms are available?
* This presentation will include most if not all the details that were developed for the monograph
* Explain the basic pharmacological concepts of your new product including pharmacokinetics
* Appropriate use of industry terminology will also be an essential aspect of your presentation materials. Know what the terminology means in laymen’s terms also so you can explain it to your audience.