

# Postgraduate Certificate

## Marketing in Pharma Biotech



## Postgraduate Certificate Marketing in Pharma Biotech

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/medicine/postgraduate-certificate/marketing-pharma-biotech](http://www.techtitute.com/us/medicine/postgraduate-certificate/marketing-pharma-biotech)

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# 01

# Introduction

Making biopharmaceuticals known to the target audience is crucial to ensuring their commercial success. For this, it is necessary to identify the avant-garde marketing strategies that optimize the positioning of a brand's image in the market and that contribute to generate trust in users. With this in mind, TECH has developed this program, which provides the most up-to-date techniques to identify the target audience and design a digital marketing plan adapted to their characteristics and needs. This way, the specialist will be at the forefront of the Pharma Biotech industry, enjoying a 100% online program that will allow you to study without moving from home.



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*Delve into the engagement  
and make the most of  
communication channels to  
make an impact on your patients"*

Marketing plays an essential role in the Pharma Biotech industry, making users aware of the benefits that products provide to improve their health status.

Thanks to a choice of a rigorous marketing plan, therefore, companies in the sector have the ability to increase their sales and contribute significantly to the advancement of medicine and the welfare of people. As a result, doctors who wish to optimize the process of disseminating innovative drugs must have up-to-date expertise in the field.

For this reason, TECH has decided to create this Postgraduate Certificate, through which the student will deepen in the key avant-garde marketing at Pharma Biotech. During 6 weeks of intensive study, you will detect the latest techniques for analysis and market research or learn about neuromarketing strategies that have the greatest impact on the biopharmaceutical industry.

Since this program is developed through a 100% online modality, the student will get the possibility to access the content at any time and place, only needing a device with access to the network. In addition, the learning method of Relearning will be used, thus ensuring a solvent knowledge acquisition without resorting to long hours of study.

This **Postgraduate Certificate in Marketing in Pharma Biotech** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Pharma Biotech
- ♦ The graphic, schematic, and practical content with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*This Postgraduate Certificate will provide you with updated techniques to design a digital marketing plan aimed at the Pharma Biotech industry"*

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*Get up to date in Marketing at Pharma Biotech through an innovative methodology 100% online that will allow you to study from the comfort of your home"*

*You will discover the potential of e-detailing and CRM in the digital environment and its impact on the Pharma Biotech industry thanks to this Postgraduate Certificate.*

*Optimize your learning through the most cutting-edge multimedia formats in the educational landscape.*

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The purpose of this Postgraduate Certificate is to provide the doctor with the most up-to-date knowledge in Marketing at Pharma Biotech. In this way, the specialist will efficiently promote products and services in this industry, ensuring compliance with regulations and employing strategies based on research and market research. All of this in just 6 weeks of intensive study.





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*Update yourself in data analytics and its use in the Pharma Biotech sector with this 100% online qualification"*



## General Objectives

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- ♦ Acquire knowledge about the history of strategic management
- ♦ Categorize the different definitions over time
- ♦ Evaluate financial efficiency
- ♦ Optimize working capital management
- ♦ Understand the different types of healthcare systems, such as public, private/private/insurance, and managed health care
- ♦ Assess unmet patient needs and chronicity management
- ♦ Understanding what Market Access is and how the need for this function arises in the pharmaceutical industry
- ♦ Know the structure, organization and functions of the National Health System
- ♦ Delve into the steps to be followed to plan the market access of a new drug
- ♦ Review the points to be analyzed in a phase prior to the development of the access plan to know the environment and competitors
- ♦ Knowing the capabilities and ethics of the Coach
- ♦ Understand the essence of Coaching and its approach to learning
- ♦ Acquire basic knowledge about the fundamental concepts of leadership and its application in the pharmaceutical industry
- ♦ Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models
- ♦ Achieve an effective tool to achieve results
- ♦ Define unique and differentiated value propositions





## Specific Objectives

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- ◆ Know the utility of market segmentation and approximation levels
- ◆ Differentiate between end consumer markets and feature-based segmentation
- ◆ Develop marketing strategies according to the segmentation made
- ◆ Know the importance of prior positioning to gain competitive advantage
- ◆ Develop differentiation and positioning strategies to achieve business objectives
- ◆ Understand the relevance of information and resources in the commercial field
- ◆ Know the sources of information and techniques for market studies
- ◆ Use data survey and analysis tools



*Explore the most advanced aspects of Pharma Biotech marketing in just 150 hours"*

03

# Course Management

This academic program stands out for having a world-class faculty that teaches from an innovative academic perspective. This will ensure that students acquire knowledge from recognized experts, who accumulate vast experience in the fields of medicine, pharmacy and business. This way, doctors will obtain a quality degree that will give them the update they need to perform in the Pharma Biotech industry.



A close-up photograph of a microscope's objective lens and eyepiece, with a bright light source visible at the bottom left. The background is blurred, showing a laboratory environment with a blue glove and a yellow container.

“

*Be at the forefront of marketing at Pharma Biotech alongside major leaders in the biopharmaceutical industry"*

## Management



### D. Cardenal Otero, César

- ◆ Pharmabiomedical Executive at Amgen
- ◆ Author of the book "Personal Brand Communication through Social Networks by Professionals in the Health Sector"
- ◆ Degree in Marketing from Prifysgol Cymru University in Wales
- ◆ Distinction degree in the course Inspiring Leadership through Emotional Intelligence from Case Western Reserve University.
- ◆ Postgraduate Degree in Management and Health of the Pharmaceutical Industry from the European University
- ◆ Master's Degree in SME Administration from the Polytechnic School of Management
- ◆ Specialization in Social Media Marketing from *Northwestern* University
- ◆ Postgraduate Diploma in: International Trade and Transport by the University of Cantabria

## Professors

### D. Rojas Palacio, Fernando

- ◆ Positions: Founder and CEO of Navandu Technologies
- ◆ Founder of the international consulting firm Brigital Health
- ◆ Expert in Big Data and Social Network Analysis by MIT
- ◆ Senior Business Management Program at Instituto de Empresa and Chicago Booth School of Business
- ◆ Master's Degree in Telecommunications Engineering from the Polytechnic University of Madrid
- ◆ Professor associated with academic programs in his specialty



# 04

# Structure and Content

This program will address key marketing concepts such as segmentation and brand positioning strategies or market research techniques. All this, following a 100% online format, which will give the student the flexibility to access the content of the program 24 hours a day from any electronic device connected to the network.







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*With the Relearning method, you will reduce study hours and strengthen your understanding of key agenda knowledge in a limited time”*

## Module 1. Marketing in Pharma Biotech

- 1.1. Omnichannel, impacts and engagement
  - 1.2.1. Impact marketing
  - 1.2.2. General channels and social networks
  - 1.2.3. Community Management
  - 1.2.4. E-detailing and CRM in the Digital Environment
  - 1.2.5. Programmed Advertising
  - 1.2.6. Analytics and business indicators
- 1.2. Segmentation, positioning and targeting
  - 1.2.1. Segmentation
  - 1.2.2. The Positioning Map
  - 1.2.3. Targeting
  - 1.2.4. Conclusions
- 1.3. Management
  - 1.3.1. The Marketing System
  - 1.3.2. Information acquisition
  - 1.3.3. Research Process
  - 1.3.4. Conclusions
- 1.4. Managing Brand and Neuromarketing
  - 1.4.1. Branding
  - 1.4.2. Branding Types
  - 1.4.3. Neuromarketing and Application in the Pharmaceutical Industry
  - 1.4.4. Conclusions
- 1.5. Digital Marketing Plans
  - 1.5.1. Integrating Digital Marketing into the Global Marketing Strategy
  - 1.5.2. Community Manager
  - 1.5.3. Digital Marketing Plans
  - 1.5.4. Target Audience



- 1.6. E-Commerce
  - 1.6.1. The Conversion Cycle
  - 1.6.2. E-Commerce Promotion
  - 1.6.3. Metrics
  - 1.6.4. E-Commerce Platforms
- 1.7. Digital Strategies
  - 1.7.1. Social Media Strategies. Content Co-Creation
  - 1.7.2. Content marketing and influencers
  - 1.7.3. Digital marketing to support leadership in the therapeutic area
  - 1.7.4. Patient Associations
- 1.8. Design of digital programs
  - 1.8.1. Definition of Objectives
  - 1.8.2. Programs to support brand strategies: disease awareness, switching and engagement
  - 1.8.3. Digital marketing and the sales network
  - 1.8.4. Target
- 1.9. Data Analytics and Artificial Intelligence
  - 1.9.1. Big Data Applications in the Pharmaceutical Industry
  - 1.9.2. Artificial intelligence tools to support diagnosis
  - 1.9.3. Artificial intelligence tools to support Critical Patient Management
  - 1.9.4. Latest novelties
- 1.10. Other Technology
  - 1.10.1. Electronic records and Information Gathering
  - 1.10.2. Web 3 and new trends in the token economy. Impact in the Pharmaceutical Industry
  - 1.10.3. Virtual, Augmented and Mixed Reality
  - 1.10.4. Metaverse



*A unique training experience,  
key and decisive to boost your  
professional development”*

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



# 06 Certificate

The Postgraduate Certificate in Marketing in Pharma Biotech guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Marketing in Pharma Biotech** contains the most complete and up-to-date scientific on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Marketing in Pharma Biotech**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present  
Marketing in Pharma Biotech

online training

development language

virtual classroom

## Postgraduate Certificate Marketing in Pharma Biotech

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- » Duration: 6 weeks
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- » Dedication: 16h/week
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