

# Postgraduate Certificate Cosmetic Marketing





## Postgraduate Certificate Cosmetic Marketing

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

Website: [www.techtute.com/us/pharmacy/postgraduate-certificate/cosmetic-marketing](http://www.techtute.com/us/pharmacy/postgraduate-certificate/cosmetic-marketing)

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# 01

# Introduction

Undoubtedly, having a good marketing strategy in the commercialization of a product can determine its success, although it can also mean its failure if the right message, channels or techniques are not used. In this type of cases, controlling the market and managing Branding and Performance strategies, as well as the tools to measure results, has become, in the last decade, a distinctive feature highly demanded by the pharmaceutical industry specialized in the cosmetic field. For this reason, TECH proposes this program as an opportunity for the graduate to update their knowledge in this area, being able to implement in their practice the marketing techniques that are having the best results today. For this purpose, you will have 150 hours of high-quality material framed in a convenient 100% online format.





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*Are you looking for a qualification with which to get up to date on Marketing applied to cosmetics? If the answer is yes, you've found the perfect program"*

The importance of marketing in recent years, especially in the digital environment and in the context of social networks and the Internet, has led to increasingly specific and personalized campaigns based on the needs of the market and the requirements of the target audience for a given product. Thanks to this, it is possible not only to plan techniques adapted to different situations, but also to analyze the results in order to recognize possible errors, correct them and avoid them in future launch strategies.

Companies such as L'Oréal or Rimmel London are good examples of this, basing their advertising on the right information that the consumer needs, with a simple and direct style that has resulted in million-dollar profits. In order for the cosmetic pharmacology professional to be able to know in detail the novelties related to Marketing applied to this field, TECH has decided to create this Postgraduate Certificate. This is a comprehensive program with which the graduate will be able to delve into the techniques and strategies that are having the best results today, perfecting their skills and competencies in the management of online and offline tools for the optimal marketing of cosmetic products.

All this in a convenient and accessible 100% online format that includes 150 hours of the best theoretical and practical content, as well as diverse additional material.

In addition, it will be available from the beginning of the academic experience and can be downloaded for consultation on any device with an internet connection. In this way, the graduate will be able to organize the degree program in a personalized way and based on his or her exclusive availability, without schedules or face-to-face classes.

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

- ◆ Practical cases presented by experts in Cosmetic Science and Technology
- ◆ The graphic, schematic, and practical contents 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



*Without schedules or on-site classes, this certificate is presented as the best option in the academic market to work on perfecting your marketing skills"*

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*You will be able to delve into the different distribution channels that exist today, with special emphasis on the advantages and disadvantages of each one of them”*

*A multidisciplinary and dynamic opportunity to perfect your skills in the management of offline and online B2C and B2B tools.*

*You will be able to access the Virtual Classroom from any device with internet connection, which will allow you to take advantage of any time to advance in the qualification program.*

The program's teaching staff includes professionals from the sector 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 throughout the program. This will be done with the help of an innovative system of interactive videos made by renowned experts.



# 02

# Objectives

TECH has developed this Postgraduate Certificate with the objective that the graduate who accesses it will find the most comprehensive and innovative information that will allow them to know in detail the strategies and techniques to carry out a successful marketing campaign. For this purpose, it will have 150 hours of theoretical, practical and additional content, as well as the most sophisticated academic tools. In other words, everything you need to meet your expectations and get the most out of this educational experience.





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*TECH develops its qualification always thinking about the needs of professionals like you” Hence the guarantee that with this program you will be able to surpass even your most demanding educational goals”*



## General Objectives

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- ◆ Analyze the and Categories markets
- ◆ Establish quantitative and qualitative objectives
- ◆ To propose strategies
- ◆ Develop and execute an action plan
- ◆ Establish KPIs and measure results

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*Would you like to master key measurement techniques in Marketing? With this course you achieve it in less than 6 weeks”*





## Specific Objectives

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- ◆ Generate growth opportunities
- ◆ Propose tools, actions and strategic levers
- ◆ Estimate sales units and investment
- ◆ Present brand plans
- ◆ Build a brand
- ◆ Communicate differentiation and added value

03

# Course Management

For both the direction and the teaching of this program, TECH has selected a faculty composed of specialists from the world of pharmacology with experience in marketing and in the direction of advertising campaigns related to cosmetics. They are also professionals who are currently practicing, so they know in detail the techniques and strategies that are having the best results in the market.



Three blue pens with gold accents are shown in the top left corner, angled diagonally. The background is split into a white bottom-left section and a green top-right section.

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*You will have the support of the teaching team, which has been specifically selected to guide you and help you get the most out of this educational experience”*

## Management



### Dr. Mourelle Mosqueira, María Lourdes

- ◆ Expert researcher in Cosmetic Science
- ◆ Technical Director at Balcare
- ◆ Researcher of the FA2 group of the Applied Physics Department of the University of Vigo
- ◆ Author of publications on Cosmetic Science
- ◆ Lecturer in undergraduate and graduate programs related to Cosmetic Science
- ◆ President of the Iberoamerican Society of Thalassotherapy
- ◆ Secretary of the Galician Society of Thermal Peloids
- ◆ PhD in Applied Physics, University of Vigo
- ◆ Degree in Pharmacy, University of Santiago de Compostela
- ◆ Diploma in Nutrition and Dietetics, University of Granada

## Professors

### Ms. Seghers Carreras, Beatriz

- ◆ Marketing Manager at Cantabria Labs
- ◆ Marketing Coordinator at Apivita
- ◆ Cosmetic Product Safety and Evaluation Assistant at Bellssan Healthcare
- ◆ Professional Master's Degree in Cosmetics and Dermopharmacy from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- ◆ Professional Master's Degree in Marketing and Communication Management, Vertice Business School
- ◆ Professional Master's Degree in Chemical Sciences from the Complutense University of Madrid



04

# Structure and Content

TECH employs the prestigious and effective teaching methodology of Relearning, which consists of the reiteration of the most important concepts throughout the syllabus. In this way, the graduate can attend a gradual and natural updating of his or her knowledge, without the need to invest extra hours in memorizing. This is reinforced by the quality and variety of the additional material, an aspect that adds dynamism and versatility to a unique experience in the educational sector.







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*In the Virtual Classroom, you will find detailed videos, dynamic summaries, research articles and much more high-quality additional material to delve into the subject in a personalized way"*

## Module 1. Marketing in Cosmetics

- 1.1. Applied Marketing
  - 1.1.1. Marketing Elements
  - 1.1.2. Marketing Terms
  - 1.1.3. Cosmetic Sector Particularities
- 1.2. Customers and Target Markets
  - 1.2.1. Segmentation Criteria
  - 1.2.2. Targeting Strategies
  - 1.2.3. Customer Relationship Management (CRM)
- 1.3. Distribution Channels
  - 1.3.1. Distribution Channels
  - 1.3.2. Types of Distribution Channels
  - 1.3.3. Selecting Distribution Channels
- 1.4. Strategic Vision for Marketing in Cosmetics
  - 1.4.1. Analysis
  - 1.4.2. Value proposition
  - 1.4.3. Growth Drivers
- 1.5. Branding and Performance
  - 1.5.1. Conversion Funnel
  - 1.5.2. Branding Strategies
  - 1.5.3. Performance Strategies
- 1.6. Offline and Online Tools
  - 1.6.1. Conventional B2C Tools
  - 1.6.2. Offline B2B Tools
  - 1.6.3. B2C and B2B Digital Tools





- 1.7. Key Metrics
  - 1.7.1. Online Metrics
  - 1.7.2. Offline Metrics
  - 1.7.3. Sales Metrics
- 1.8. Financial Aspects
  - 1.8.1. Financial Aspects: Terms
  - 1.8.2. Margins and Profitability
  - 1.8.3. P&L
- 1.9. New trends in cosmetic marketing
  - 1.9.1. Trends in Cosmetic Product Formulation
  - 1.9.2. Trends in Cosmetic Product Sales
  - 1.9.3. New Consumer Habits
- 1.10. Interaction with Other Areas and Commercial Departments
  - 1.10.1. Marketing and Communication
  - 1.10.2. Marketing and Sales
  - 1.10.3. Marketing and Training

“*Don't hesitate any longer and invest in a program that will guarantee you results that meet the requirements of the pharmaceutical profession*”

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.





*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 be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly 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, attempting to recreate the actual conditions in a pharmacist'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. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their 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.

Our 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, which represent a real revolution with respect to simply studying and analyzing cases.

*Pharmacists will learn through real cases and by solving 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 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

*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 created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

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.



### Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, you can watch them as many times as you want.



### 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 unique multimedia content presentation training system 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, we will present you with real case developments in which the expert will guide you through 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 Cosmetic Marketing 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 Cosmetic Marketing** contains the most complete and up-to-date scientific program 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 Cosmetic Marketing**

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  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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