

**Postgraduate Certificate**  
Finance in the Marketing  
Department of the  
Pharmaceutical Industry





## Postgraduate Certificate

### Finance in the Marketing Department of the Pharmaceutical Industry

- » 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/finance-marketing-department-pharmaceutical-industry](http://www.techtute.com/us/pharmacy/postgraduate-certificate/finance-marketing-department-pharmaceutical-industry)

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# 01

# Introduction

The planning of a successful marketing campaign, whether in traditional or digital media, requires adequate financial management. In this way, not only the impact of such strategies is measured, but also the economic investment that balances the expenditure made for its execution. These factors are key for any sector, including the pharmaceutical sector. For this reason, TECH has decided to create this program aimed at professionals in this industry who wish to be updated on the techniques and tools used in financial matters in Marketing Departments. All this, in a 100% online format and with the best multimedia didactic material of the academic panorama, elaborated by authentic experts in this field.



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*You will develop, in only 150 teaching hours, skills for the management of finances in Pharmaceutical Marketing projects”*

The success of marketing and promotion strategies for pharmaceutical products depends to a great extent on marketing projects. These actions require an investment that must be taken into account in order to achieve an adequate return and fulfillment of the benefits to be obtained by the companies. This implies allocating adequate budgets for advertising activities, market research and product development, among other aspects.

In this sense, the pharmacist who wishes to implement actions in this sense or be part of actions in this line, within the industry must be up to date with the financial techniques and procedures used. This is how this 6-week Postgraduate Certificate in Finance in the Marketing Department of Pharmaceutical Industry was born.

It is a program that will allow the graduate to delve deeper into budgets, cost analysis and financial planning. Therefore, by combining knowledge in pharmacy and finance, they will be able to make much more accurate decisions. For this, the graduate has innovative teaching resources, accessible 24 hours a day, from any digital device with internet connection.

An excellent opportunity to access a flexible university degree, which provides greater freedom of self-management of study time and whose Relearning method, will lead students to consolidate the concepts covered in a much simpler way.

This **Postgraduate Certificate in Finance in the Marketing Department in the Pharmaceutical Industry** 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 Pharmacy
- ◆ 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



*Thanks to this qualification, you will be able to use revolutionary and cutting-edge techniques to optimize your Marketing budget in the Pharmaceutical Industry and achieve your objectives"*

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*Get the most effective tools for cost analysis in the implementation of Pharmaceutical Marketing campaigns”*

*A program that will allow you, in a short time, to measure the performance of your marketing strategies and maximize the return on investment in your pharmacy.*

*Delve, when desired, into the existing methods for determining the feasibility of new pharmaceutical products.*

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

This qualification has been designed to provide the pharmacist with the most accurate and indispensable knowledge in the field of Finance applied to Marketing for the Pharmaceutical Industry. In this way, you will learn more about budget planning, cost analysis and performance measurement. To achieve this goal, TECH provides the most innovative pedagogical tools, in which the most advanced technology applied to the academic field has been used.



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*With this program, you will deepen your understanding of cutting-edge techniques for managing financial risk and protecting investments in Pharmaceutical Marketing”*



## General Objectives

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- ◆ Acquire specialized knowledge in the Pharmaceutical Industry
- ◆ Deepen your knowledge of the Pharmaceutical Industry
- ◆ Delve into the latest developments in the Pharmaceutical Industry
- ◆ Understand the structure and function of the pharmaceutical industry
- ◆ Understand the competitive environment of the Pharmaceutical Industry
- ◆ Understand market research concepts and methodologies
- ◆ Use market research technologies and tools
- ◆ Develop sales skills specific to the Pharmaceutical Industry
- ◆ Understand the sales cycle in the Pharmaceutical Industry
- ◆ Analyze customer behavior and market needs
- ◆ Develop leadership skills
- ◆ Understand the specifics of management in the Pharmaceutical industry
- ◆ Apply project management techniques
- ◆ Understand the principles and fundamentals of marketing in the pharmaceutical industry





## Specific Objectives

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- ◆ Delve into key financial concepts
- ◆ Apply Marketing project evaluation techniques
- ◆ Delve into the financial impact of marketing strategies

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*With the case studies of this academic option you will be able to integrate the most effective strategies to obtain financial resources”*

03

# Course Management

This program has been designed by recognized experts in the field of Marketing and the Pharmaceutical Industry. In this way, and thanks to their extensive knowledge in these areas, the graduate will acquire a first level learning focused on providing skills and techniques highly applicable in the planning and execution of promotional projects in the pharmaceutical sector. In this way, you will have the certainty of accessing a qualification of excellence created by the best experts in the field.





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*A Postgraduate Certificate developed by specialists with extensive experience in the financial planning of advertising campaigns for the pharmaceutical sector"*

## Management



### Mr. Calderón, Carlos

- ♦ Director of Marketing and Advertising at Industrias Farmacéuticas Puerto Galiano S.A.
- ♦ Marketing and Advertising Consultant at Experiencia MKT
- ♦ Director of Marketing and Advertising at Marco Aldany
- ♦ CEO and creative director at C&C Advertising
- ♦ Director of Marketing and Advertising at Elsevier
- ♦ Creative Director at CPM Advertising and Marketing Consultants
- ♦ Advertising Technician by the CEV of Madrid



### Mr. Expósito Esteban, Alejandro

- ♦ Director Digital de Innovation and Business Operation en Merck Group
- ♦ Digital and New Technologies Director at McDonalds Spain
- ♦ Director of Alliances and Channels at Microma The Service Group
- ♦ Director of After Sales Services at Pc City Spain S.A.U.



## Professors

### Mr. González Suárez, Hugo

- ◆ Digital & Product Marketing Manager en Laboratorios ERN S.A.
- ◆ Product Marketing and Project Manager at Amgen
- ◆ Bachelor's degree in Biochemistry and Pharmacology from Cambridge International University
- ◆ Professional Master's Degree in Marketing of the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- ◆ PROFESSIONAL MASTER'S DEGREE in Business Administration from ESNECA Business School

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*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

# 04

# Structure and Content

This program offers the graduate an innovative and dynamic vision of Finance for Marketing in the Pharmaceutical Industry. In this way, the graduate will delve into performance measurement, return on investment, profitability or risk analysis. All this is complemented by video summaries, detailed videos, specialized readings and case studies, available in the extensive virtual library of didactic resources of this program.





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*Optimize your knowledge updating process through the Relearning method, used by TECH"*

## Module 1. Finance for the Marketing Department

- 1.1. Marketing Budget
  - 1.1.1. Traditional advertising
  - 1.1.2. Digital Marketing
  - 1.1.3. Relationship with The Media
  - 1.1.4. Public Relations
- 1.2. Cost and Benefit Analysis
  - 1.2.1. ACE
  - 1.2.2. ACU
  - 1.2.3. ACB
  - 1.2.4. ACM
- 1.3. Performance measurement
  - 1.3.1. Market Share
  - 1.3.2. Return Investment
  - 1.3.3. Research and development
  - 1.3.4. Operational efficiency
- 1.4. Financial Planning
  - 1.4.1. Budget
  - 1.4.2. Inventory Management
  - 1.4.3. Risk Management.
  - 1.4.4. Capitalization
- 1.5. Financial Risk Management
  - 1.5.1. Product diversification
  - 1.5.2. Supply Chain Management
  - 1.5.3. Financial risk hedging
  - 1.5.4. Conclusions
- 1.6. Profitability
  - 1.6.1. Production efficiency
  - 1.6.2. Marketing Strategies
  - 1.6.3. Geographic expansion
  - 1.6.4. Conclusions
- 1.7. Future investments
  - 1.7.1. Risk Analysis
  - 1.7.2. Market opportunity
  - 1.7.3. Choice of the moment
  - 1.7.4. Conclusions





- 1.8. Financial resources of the company
  - 1.8.1. Equity capital
  - 1.8.2. Debt financing
  - 1.8.3. Venture capital
  - 1.8.4. Subsidies
- 1.9. Return on investment
  - 1.9.1. Patents
  - 1.9.2. Research
  - 1.9.3. Analysis
  - 1.9.4. Conclusions
- 1.10. Viability of new products
  - 1.10.1. Efficiency and safety
  - 1.10.2. Demand
  - 1.10.3. Offer
  - 1.10.4. Intellectual Property

“ *You will expand your financial resources and choose the best option for your initiatives in the field of Pharmaceutical Marketing*”

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. Gervas, 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

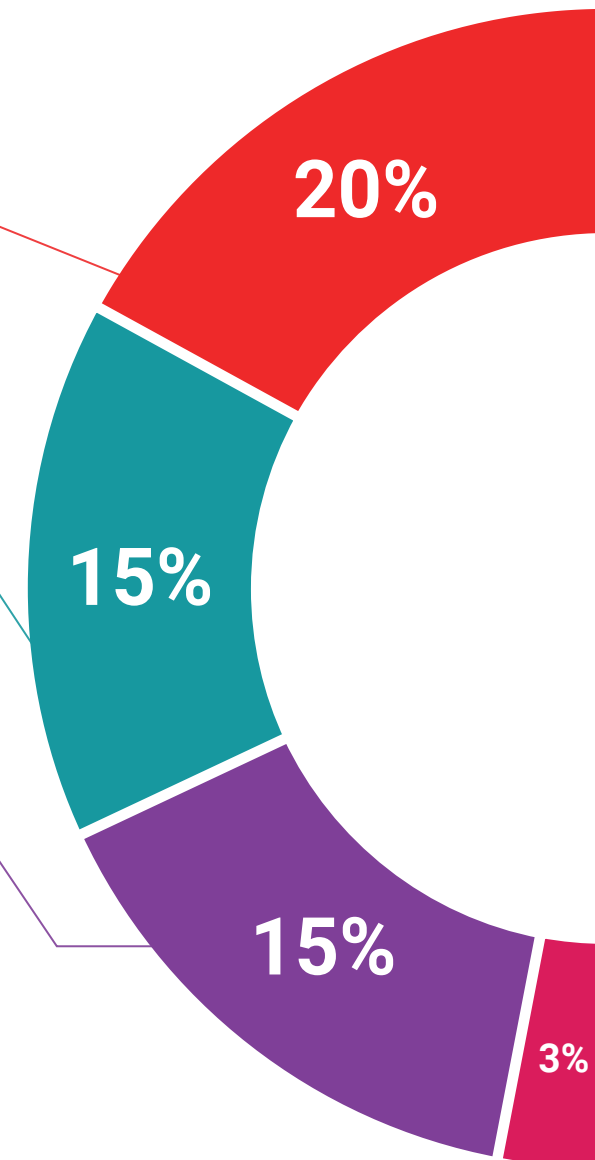
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

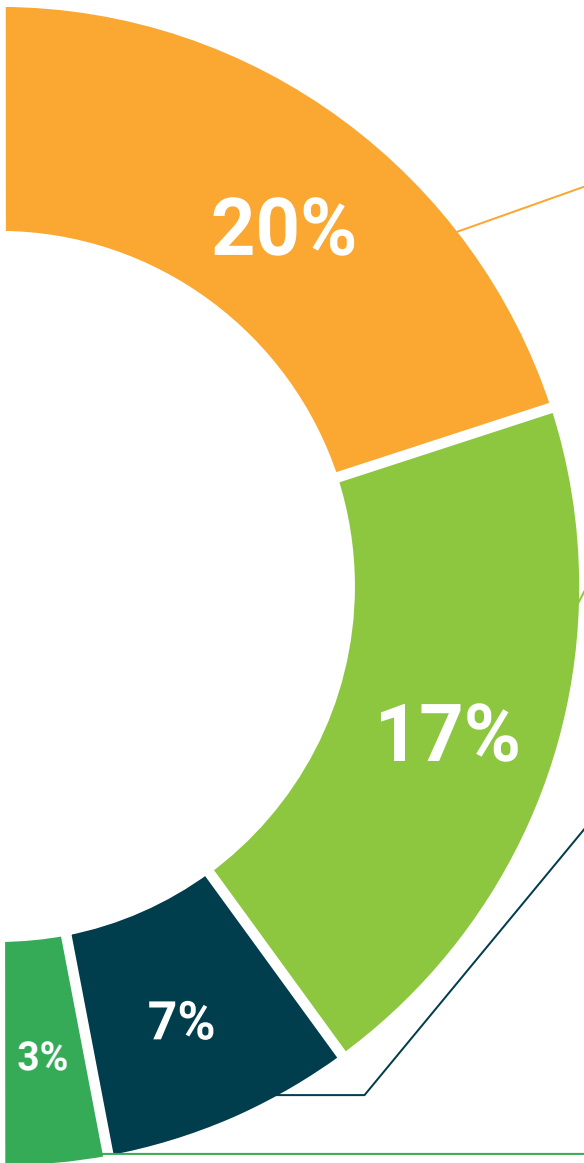
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### 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

This Postgraduate Certificate in Finance in the Marketing Department of the Pharmaceutical Industry 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 Finance in the Marketing Department of the Pharmaceutical Industry** 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 Finance in the Marketing Department of the Pharmaceutical Industry**

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 languages  
virtual classroom



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