

# Postgraduate Certificate

## Marketing Management Applied to the Pharmaceutical Industry





## Postgraduate Certificate Marketing Management Applied to 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/marketing-management-applied-pharmaceutical-industry](http://www.techtute.com/us/pharmacy/postgraduate-certificate/marketing-management-applied-pharmaceutical-industry)

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# 01

# Introduction

In the pharmaceutical sector, Marketing is key to promote and commercialize products. For this reason, every professional working in this sector must be up to date with the strategies used in both physical and digital environments, compliance with the regulations applied in this industry, as well as the various channels to address the customer. Given this reality, TECH has created this 100% online program, which provides the graduate with an advanced updated marketing through the best multimedia content. All this, in only 6 weeks and with the flexibility of being able to self-manage the time of access to this high level academic proposal.



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*Thanks to TECH you will effectively apply  
the most effective Marketing techniques  
in the Pharmaceutical Industry”*

The new digital scenario marked by new technologies and the Internet has led the pharmaceutical sector to focus its efforts in this ecosystem to bring its products closer to the customer. For this reason, it is essential that professionals involved in this industry master ethical promotion and marketing in an increasingly interconnected world.

In this regard, carrying out an adequate communication, transmitting accurate and relevant information about their products, while promoting health education to both patients and other professionals, is key to the success of the companies. This is how this 6-week Postgraduate Certificate in Marketing Management Applied to the Pharmaceutical Industry was born.

In this period of time, the graduate will have the opportunity to access advanced and high quality content, developed by an excellent teaching team with extensive experience in communication and in the pharmaceutical field. In addition, this syllabus is accompanied by a wide variety of teaching resources based on video summaries, detailed videos, specialized readings and case studies, accessible 24 hours a day, from any electronic device with an Internet connection.

Likewise, thanks to the Relearning method, the graduate will not have to invest a great deal of time studying and memorizing, as they will be able to consolidate the key concepts in a simple way. An excellent opportunity to access a quality university proposal, compatible with the most demanding daily responsibilities.

This **Postgraduate Certificate in Marketing Management Applied to 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



*With this university degree you will be aware of the most effective e-Marketing strategies applied to the pharmaceutical sector"*

“ *This program will provide you with a deeper understanding of internal communication and the keys to apply it successfully in the organization* ”

*Integrate in your own Pharmacy the most effective actions around advertising in press, television, radio or social networks.*

*Boost your customer loyalty programs during these 6 weeks of complete updates on Marketing Management.*

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 program is to provide pharmacists with the knowledge and skills necessary to efficiently lead Marketing Management in this industry. In this way, you will get a complete up-to-date on the most recent strategies in promotion and brand identity. For this purpose, they will be provided with high quality teaching material, which will allow them to enhance their skills in this field.







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*Delve whenever you want into content marketing and bring it with guarantees to your own pharmaceutical business model"*



## General Objectives

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- ◆ Acquire specialized knowledge in the Pharmaceutical Industry
- ◆ Deepen in 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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- ◆ Introduce the principles and fundamentals of Marketing in the Pharmaceutical industry
- ◆ Develop skills in management of pharmaceutical products
- ◆ Address the use of digital marketing tools and techniques

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*You will achieve an update on technological innovations and access to emerging markets in the pharmaceutical field”*

03

# Course Management

TECH has brought together in this program a teaching team with extensive experience in the Digital Marketing sector and in the pharmaceutical industry. Their extensive knowledge in these fields is reflected in a complete syllabus, which offers a highly applicable theoretical and practical perspective. In this way, the graduate will have the guarantee of accessing an academic option that responds to their interest in keeping abreast of the latest trends and strategies in the field of promotion and improvement of brand reputation in this field.





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*You will have at your disposal a prestigious teaching team made up of experts in Pharmaceutical Marketing”*

## 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

The materials included in this program will provide the professional with an updated perspective in the field of Marketing Management Applied to the Pharmaceutical Industry. In this way, students will be able to perfect their skills in the development of promotional advertising campaigns and market research. For this purpose, TECH provides a program with a variety of multimedia materials, hosted in a virtual library, accessible 24 hours a day, without any restriction.





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*Through the Relearning method you will optimize your study time and strengthen your understanding in the long term, minimizing the hours spent on learning"*

## Module 1. Marketing Management applied to the Pharmaceutical Industry

- 1.1. Communication
  - 1.1.1. Effective and efficient communication
  - 1.1.2. Participation in events
  - 1.1.3. Communication team
  - 1.1.4. Internal Communication
- 1.2. Advertising
  - 1.2.1. Print advertising
  - 1.2.2. Television advertisement
  - 1.2.3. Radio advertisement
  - 1.2.4. Social media advertisements
- 1.3. Direct marketing
  - 1.3.1. Direct mail
  - 1.3.2. Text messages
  - 1.3.3. Telephoning
  - 1.3.4. Loyalty Programs
- 1.4. e-Marketing
  - 1.4.1. Marketing partners
  - 1.4.2. Content Marketing
  - 1.4.3. Online advertising
- 1.5. Market trend research
  - 1.5.1. Technological innovations
  - 1.5.2. Epidemiological changes
  - 1.5.3. Access to emerging markets
  - 1.5.4. Digitalization in health
- 1.6. Differentiation
  - 1.6.1. Innovative medicines
  - 1.6.2. Improved formulations
  - 1.6.3. Safety approach
  - 1.6.4. Patient support services
- 1.7. Advertising campaigns
  - 1.7.1. Got Milk
  - 1.7.2. Share a coke
  - 1.7.3. The truth
  - 1.7.4. Like a girl



- 1.8. Content creation
  - 1.8.1. Scientific publications
  - 1.8.2. Educational materials
  - 1.8.3. Online content
  - 1.8.4. Webinars
- 1.9. Consumer needs
  - 1.9.1. Security/Safety
  - 1.9.2. Efficacy
  - 1.9.3. Quality
  - 1.9.4. Accessibility
- 1.10. Consumer Behavior
  - 1.10.1. Health problems
  - 1.10.2. Medical influence
  - 1.10.3. Information research
  - 1.10.4. Previous experiences

“Explore, from the comfort of your own home, successful advertising campaigns such as "Got Milk", "Share a coke", "The truth" and "Like a girl"”

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

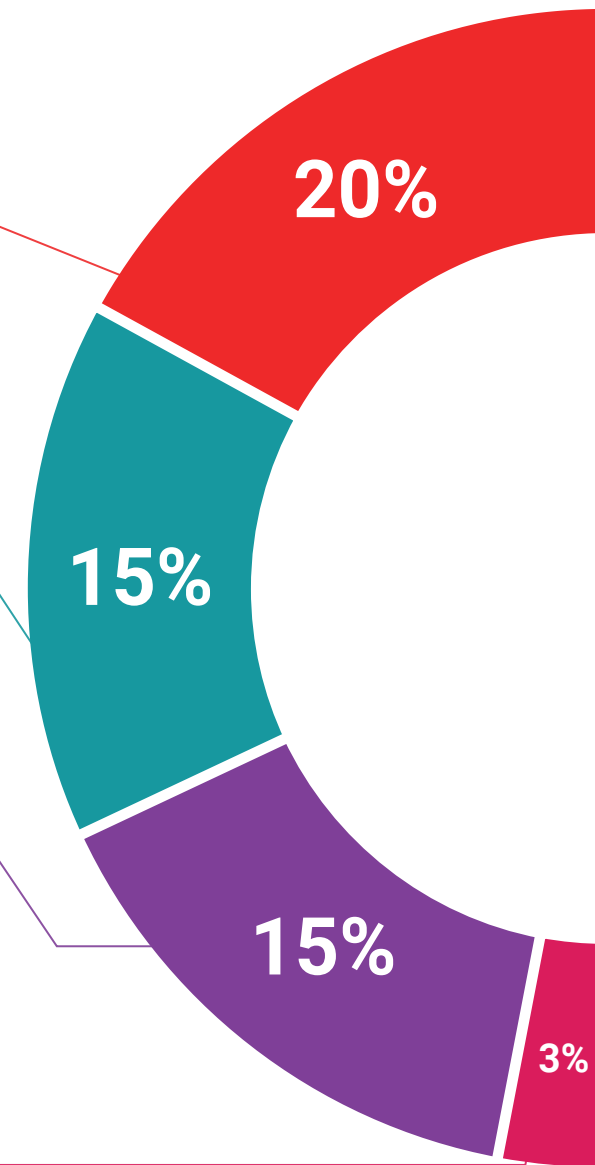
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

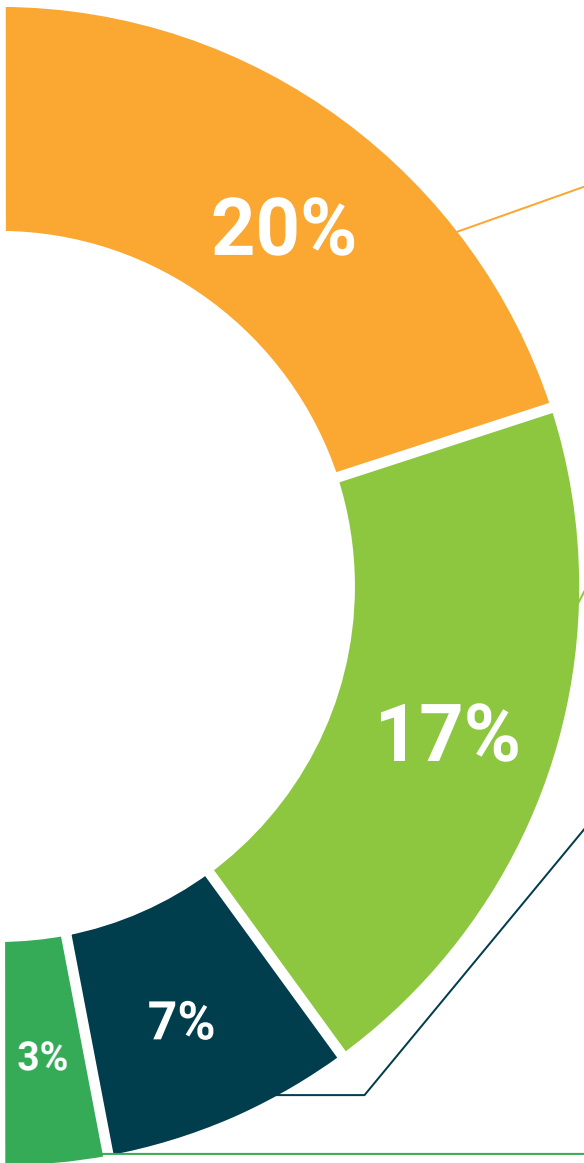
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### 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

The Postgraduate Certificate in Marketing Management Applied to 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 Marketing Management Applied to 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 Marketing Management Applied to 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.



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