Postgraduate Certificate
Marketing Plan in the Pharmaceutical Industry

tech technological university

Postgraduate Certificate
Marketing Plan in the Pharmaceutical Industry

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Technological University**
» Dedication: **8h/week**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/pharmacy/postgraduate-certificate/marketing-plan-pharmaceutica-industry**

Index

01
Introduction

The great potential of the pharmaceutical industry lies not only in the benefits of its own products on people's health, but also in the great marketing strategies designed. For this reason, it is essential that pharmacists are up to date with the latest trends in this field, the incorporation of digital tools for market analysis or the different communication channels. In this line, this 100% online degree from TECH. A program that perfectly combines a wide range of high quality didactic content on marketing with the Relearning method, which allows the graduate to consolidate the concepts addressed in a simple and lasting way. An excellent update process with industry specialists.

"*In only 6 weeks this course will allow you to be up to date with the most effective techniques in the elaboration of Pharmaceutical Marketing plans*"

The Marketing Plan provides an evaluation framework to measure the performance and impact of the actions undertaken, allowing for continuous adjustments and improvements to the ongoing process, or for future projects. For this reason, it has become an essential strategic tool to promote efficiency and success in the field of pharmaceuticals. In this sense, it is essential for the professional in this sector to be aware of the latest updates in terms of its development and definition of strategies.

Faced with this reality, the pharmacist must master the promotion of products through the different existing communication channels, with a previous analysis of the market and the use of the most effective persuasive techniques. Therefore, this Postgraduate Certificate in Marketing Plan in the Pharmaceutical Industry is born, which will allow the graduate to define from beginning to end its strategy and implement it successfully in this sector.

This is a program where you will deepen in the definition of objectives, marketing of consumer care, , hospital, generic products, nutritional components or the creation of Branding. This updated content is even more attractive thanks to the multimedia didactic resources and the Relearning, system, which favors the consolidation of the concepts addressed and the reduction of long hours of study.

The professional is therefore faced with a university degree whose 100% online methodology provides the necessary flexibility to be able to reconcile their daily activities with a high-level academic option. All you need is an Electronics device with an Internet connection to view, at any time of the day, the content hosted on the virtual platform.

This **Postgraduate Certificate in Marketing Plan in the Pharmacist 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 Postgraduate Certificate, you will be updated on the application of the SMART strategy for the definition of Marketing plans"

Get a complete up to date on the best Marketing tools used in the pharmaceutical sector"

Thanks to this 100% online program you will be up to date with the techniques of market analysis of OTC products.

A flexible academic option with 150 hours of rigorous and updated information on Marketing Plans in the Pharmaceutical Industry.

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 course is to increase the competencies of pharmacists in the development of marketing strategies in their sector. In order to achieve this objective, TECH provides numerous didactic material in which it has implemented the latest technology used in the current academic panorama. Likewise the graduate has a specialized teaching staff that will answer any undoubtedly you may have about the content of this program.

" *The case studies will allow you to get a much closer and real approach to effective marketing strategies in the pharmaceutical industry"*

General Objectives

- 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
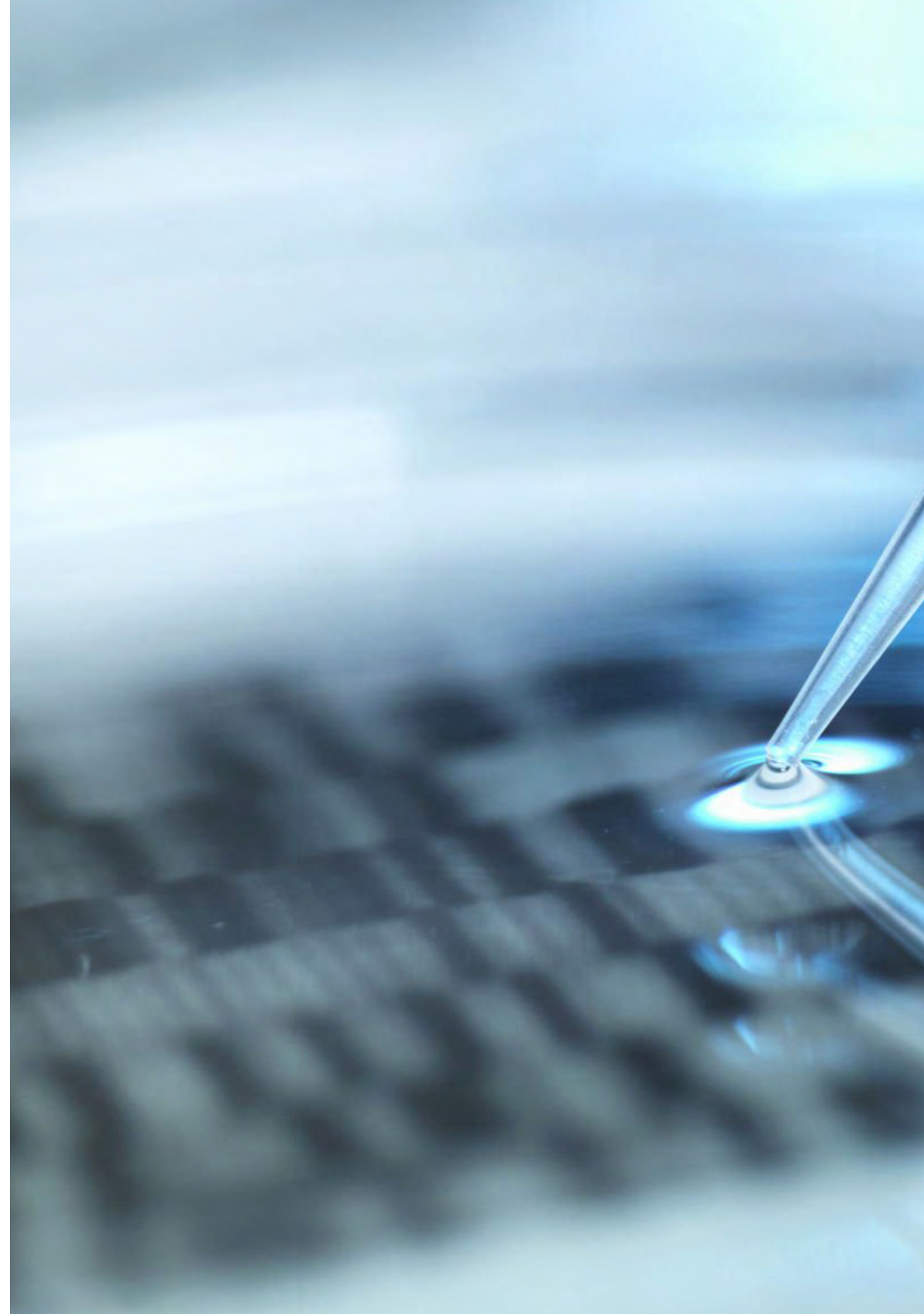
Specific Objectives

- Deepen the fundamentals of pharmaceutical marketing
- Develop skills in elaboration of marketing plans
- Delve into the characteristics and Necessity of the clients in the pharmaceutical industry

Delve whenever you want, from your computer with an Internet connection, into the performance measurement techniques used by the great experts in Marketing"

03
Course Management

TECH incorporates in all its programs, recognized and experienced experts in their respective areas in order to offer students high quality content. In this way, the professional will have in this Postgraduate Certificate with first level content, prepared by versed specialists with long experience in the pharmaceutical environment and Digital Marketing. In this way, students will have the guarantee of obtaining a complete up to date course that will mark their career within the Pharmaceutical Industry.

Get a complete update on Pharmaceutical Marketing with leading industry experts"

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 McDonals 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. Rodríguez Muñoz, Rubén

- Director of Marketing of Vaccines at GSK
- Adult Vaccine Manager and Launch Lead at GSK
- Market Access Manager at Baxter International Inc
- Bayer Territorial Healthcare Manager
- Product Manager at Bayer
- Degree in Advertising and Public Relations from the ESIC Business School
- Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- Master's Degree in Health Evaluation and Market Access (Pharmacoeconomics), Universidad Carlos III de Madrid

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

Structure and Content

This course has been structured with the purpose of offering, during a period of 6 weeks, the most recent concepts related to the elaboration of Marketing plans applied to the pharmaceutical field. In this way, the pharmacist will delve into the definition of objectives, Public Relations, *Branding* and nutritional Marketing trends, among others. All this, through didactic resources such as specialized readings and interactive summaries, hosted in a virtual library, accessible 24 hours a day, without any restriction.

"With the Relearning method you will reinforce your knowledge in a simple way and without having to invest a lot of effort"

Module 1. Pharmacist Marketing Plan

Thanks to this qualification you will be able to position your pharmaceutical project in digital environments"

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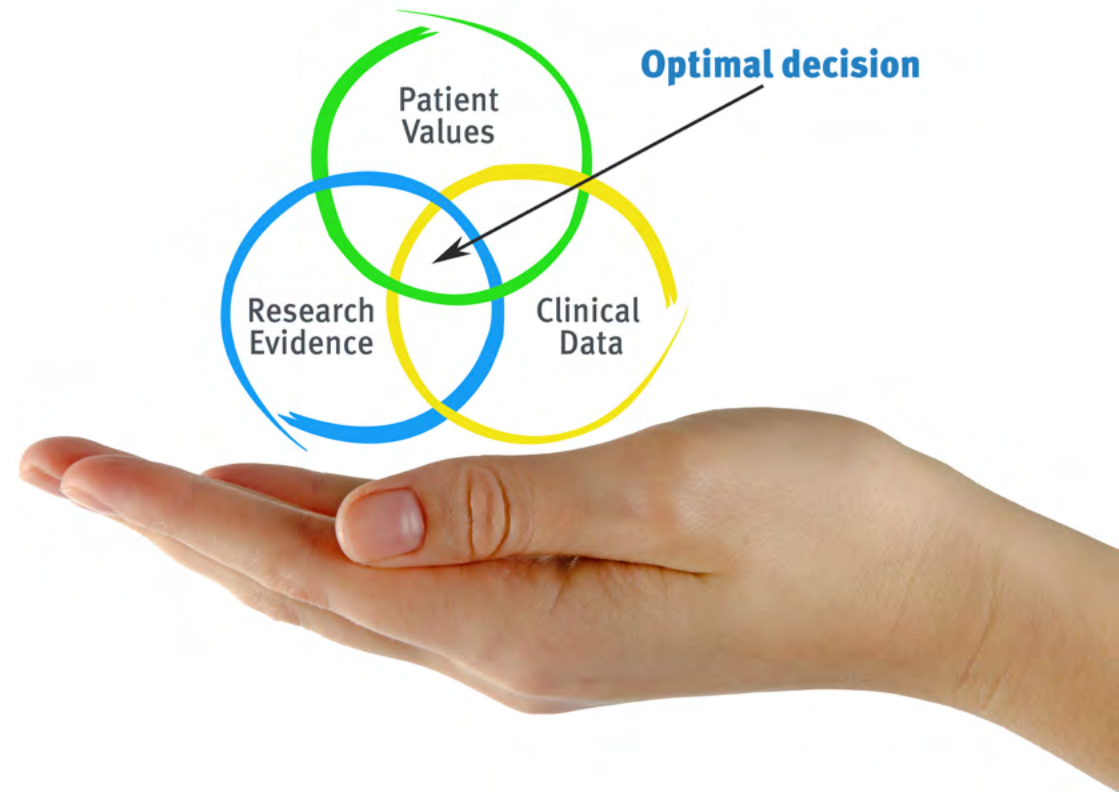
According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that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

"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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

20%

15%

15%

3%

20%

17%

7%

3%

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.

Certificate

The Postgraduate Certificate in Marketing Plan in 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.

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

This **Postgraduate Certificate in Marketing Plan in 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 Plan in the Pharmaceutical Industry**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Marketing Plan in the Pharmaceutical Industry

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

tech technological university

Postgraduate Certificate
Marketing Plan in the Pharmaceutical Industry

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Technological University**
» Dedication: **8h/week**
» Schedule: **at your own pace**
» Exams: **online**

Postgraduate Certificate
Marketing Plan in the Pharmaceutical Industry

tech technological university