

# Postgraduate Certificate

## The Pharmaceutical Industry Consumer



## Postgraduate Certificate

### The Pharmaceutical Industry Consumer

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

Website: [www.techtute.com/us/pharmacy/postgraduate-certificate/pharmaceutical-industry-consumer](http://www.techtute.com/us/pharmacy/postgraduate-certificate/pharmaceutical-industry-consumer)

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# 01

# Introduction

Understanding the customer is essential to the success of any marketing tactic. Their attributes, behaviors and preferences are fundamental elements that influence purchasing choices. For this reason, pharmacists must better understand patients' needs and preferences, adapt to the constantly evolving market and offer a quality service focused on the consumer. For this reason, TECH has created this 100% online program, in order to provide the professional with the most cutting-edge knowledge in this field. All this with a Relearning methodology, which will allow them to consolidate concepts in less time and with greater performance.







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*With this 100% online course you will update your strategies to know and address the consumer of pharmacological products"*

As end users of pharmaceutical products, consumers have specific needs, expectations and preferences that influence their purchasing decisions. Therefore, understanding the consumer in this sector is essential to offer products and services that cater to their health and well-being. This involves analyzing their demographic characteristics, purchasing behaviors, factors that influence their decisions and their level of knowledge about pharmacology.

In this sense, it is important for the pharmacist to be aware of the methods used for market research or customer satisfaction study techniques. In this line, this 6-week Postgraduate Certificate in the Pharmaceutical Industry Consumer is focused on this topic.

It is a program that delves, in a dynamic way, into the consumer profile, bidirectional communication, the relationship between doctor and patient or customer education. All this, from the theoretical-practical approach offered by this university degree. It also completes this process of updating, the numerous multimedia didactic material (video summaries, videos in detail), specialized readings and case studies.

In this way you will get a complete update on the latest academic evidence in this field. Undoubtedly, an excellent opportunity to access a complete update through the best didactic methodology available.

This **Postgraduate Certificate in the Pharmaceutical Industry Consumer** contains the most complete and up-to-date scientific on the market.

- ◆ 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 TECH you will go deeper into sales data analysis and understand your customers' preferences"*

“*You will identify the consumer profile and use that information to create effective and personalized campaigns within the Pharmaceutical Industry”*

*You will expand your skills in conducting public opinion research and customer satisfaction studies.*

*Update your communication strategies with your customers through this university degree.*

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 Postgraduate Certificate aims to provide the pharmacist with the latest information on the consumer in this industry. Therefore, it will delve into customer behavior, in the analysis of the various market segments or in the creation of new products. All this, by means of an exhaustive syllabus, elaborated by authentic specialists with an extensive trajectory in this sector in continuous evolution.





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*The case studies in this program will allow you to delve deeper into effective and transparent communication with clients in healthcare”*



## 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 in consumer behavior
- ◆ Analyze the different market segments
- ◆ Research trends and changes in consumer habits
- ◆ Apply Market Research Techniques



*You'll look at how consumers' previous experiences influence their purchasing decisions and use that knowledge to build trust in your brand"*



03

# Course Management

In order to offer a quality updated program, TECH has brought together an outstanding team of recognized experts in the pharmaceutical field and Digital Marketing, to design this program. In this way, the professional will have the security of having a syllabus prepared by the best specialists, aware of trends in scientific research on consumers, their habits and characteristics. In addition, its proximity will allow the graduate to resolve any questions they may have about the content of this Postgraduate Certificate.





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*Throughout 6 weeks you will be guided by renowned professionals with extensive experience in the field of Digital 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. Cuadrado, Juan

- ◆ Brand Manager & Adult Vaccination Lead at GSK
- ◆ Product Manager COVID-19 Therapeutics en GSK
- ◆ Marketing multicanal at GSK
- ◆ Product Manager at Cantabria Labs
- ◆ Medical Affairs Trainee at GSK
- ◆ Degree in Pharmacy from the Complutense University of Madrid
- ◆ MRes in Drug Discovery and Development from Imperial College London

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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 was created with the purpose of offering the professional the most innovative concepts in the field of the Pharmaceutical Industry Consumer. In this way, he will study in a dynamic way the consumer profile, the accessibility of the products or the relationship between doctor and patient. All in a pedagogical format aimed at facilitating the reconciliation of daily activities with an advanced process of updating in this field.



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*Take advantage of the innovative Relearning learning methodology, exclusive to TECH, to update your knowledge at your own pace"*

## Module 1. The Consumer

- 1.1. Knowing the consumer
  - 1.1.1. Sales Date Analysis
  - 1.1.2. Consumer profile
  - 1.1.3. Public Opinion Research
  - 1.1.4. Customer satisfaction study
- 1.2. Trend in demand
  - 1.2.1. Aging population
  - 1.2.2. Health awareness
  - 1.2.3. Technological Advances
  - 1.2.4. Preventive Medicine
- 1.3. Effective Communication
  - 1.3.1. Clear messages
  - 1.3.2. Scientific information
  - 1.3.3. Transparency
  - 1.3.4. Bidirectional Communication
- 1.4. Previous Work Experience
  - 1.4.1. Pharmaceutical Manufacturing
  - 1.4.2. Pharmacovigilance
  - 1.4.3. Reimbursement
  - 1.4.4. Data Analytics
- 1.5. Product accessibility
  - 1.5.1. Product packaging
  - 1.5.2. Information in Braille
  - 1.5.3. Unit dose containers
  - 1.5.4. Format adaptation
- 1.6. Consumer education
  - 1.6.1. Adherence promotion
  - 1.6.2. Safe use of over-the-counter medicines
  - 1.6.3. Chronic disease education
  - 1.6.4. Side Effects
- 1.7. Creation of Products
  - 1.7.1. Preclinical Development
  - 1.7.2. Clinical Trials
  - 1.7.3. Manufacture
  - 1.7.4. Packaging and labeling







- 1.8. The Relationship between Doctor and Patients
  - 1.8.1. Open Communication
  - 1.8.2. Transparent communication
  - 1.8.3. Making shared Decisions
  - 1.8.4. Respect and empathy
- 1.9. Social Responsibility
  - 1.9.1. Ethics
  - 1.9.2. Social Responsibility
  - 1.9.3. Environmental Sustainability
  - 1.9.4. Transparency and Accountability
- 1.10. Technological influence
  - 1.10.1. Research and development
  - 1.10.2. Precision Medicine
  - 1.10.3. Data Security
  - 1.10.4. Machine Learning

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*You will be up to date on the most effective strategies to educate your consumers on the safe use of medications and the importance of adherence to treatments”*

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

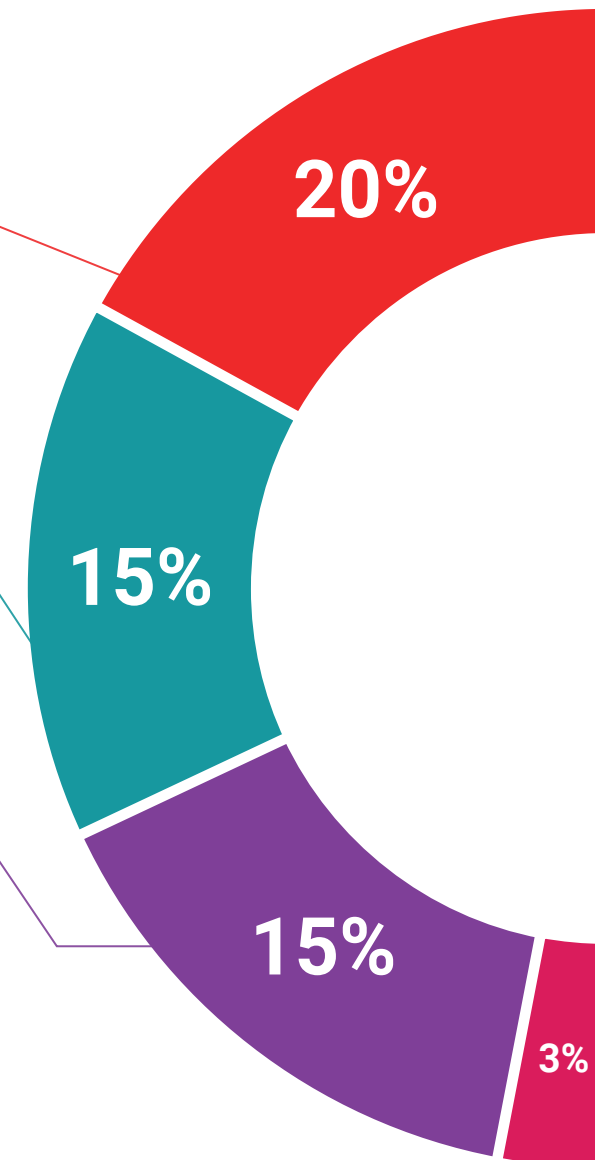
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

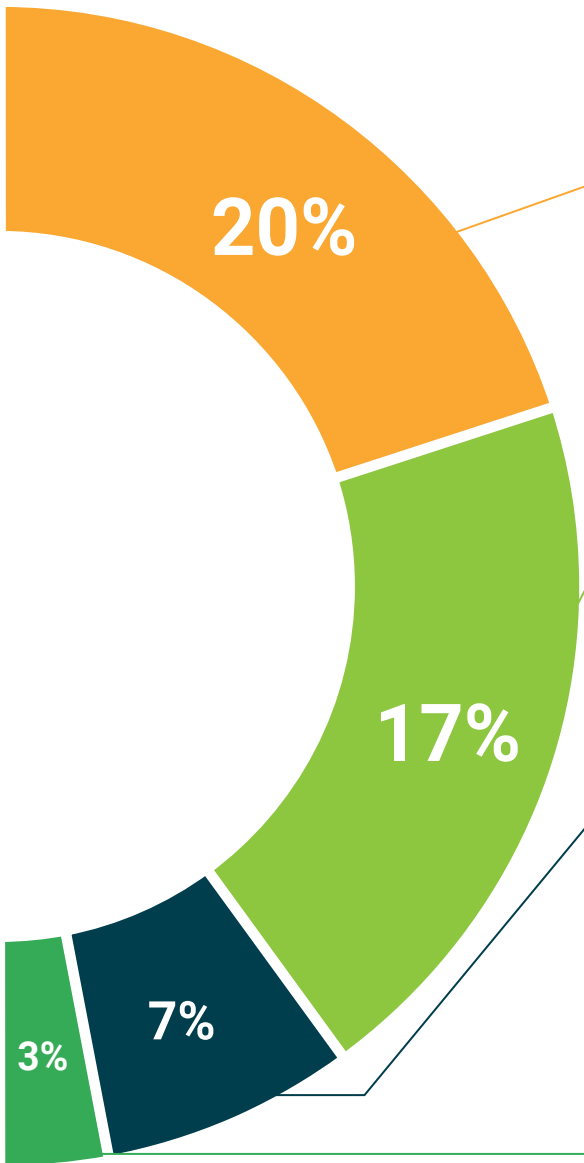
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### 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 The Pharmaceutical Industry Consumer, 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 The Pharmaceutical Industry Consumer** 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 The Pharmaceutical Industry Consumer**

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

**tech** technological  
university

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- » Schedule: at your own pace
- » Exams: online

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