# Postgraduate Diploma
## Commercial Management in Pharmaceutical Industry

**tech** technological university

# Postgraduate Diploma

## Commercial Management in Pharmaceutical Industry

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

Website: **www.techtitute.com/us/pharmacy/postgraduate-diploma/postgraduate-diploma-commercial-management-pharmaceutical-industry**

# Index

01
# Introduction

The Pharmaceutical Industry generates millions of annual revenues worldwide, so the optimal commercialization of pharmacological products is essential to maintain adequate patient care. In this regard, pharmaceutical professionals and distributors in the sector must be up to date on leadership skills, team management and strategies for successful selling. For this reason, TECH has designed this program in 100% online format, with the most exhaustive and rigorous syllabus on the strategies used for commercial management in the pharmaceutical field. All this, in only 6 months and the flexibility of having an academic option, without classes with restricted schedules.

*This University Expert will provide you with a complete up to date on the competencies for Commercial Management in Pharmaceutical Industry"*

From the most common drugs, products for physical and mental wellbeing, to those of new appearance, professionals working in the pharmaceutical sector must master a wide and complex catalog for their commercialization. And it is in this sales process, where pharmacists must be aware of the latest trends in team management and promotion.

In this way, being up to date on the market, the sales process and team management will lead the graduate to obtain a real up to date that will have a direct impact on his or her daily professional performance. In this line, this 6-month University Expert is based on the best multimedia pedagogical material in the current academic panorama.

It is a program that will enhance strategic decision making, leadership, proper positioning of pharmaceutical products and success in a highly competitive environment. To this end, students are provided with multimedia pills, case study simulations and specialized readings to further extend the content of this syllabus.

In this way, this institution provides an exceptional up to date through a flexible university degree that you can access when and where you want. The graduate only needs a digital device with an Internet connection to view, at any time of the day, the content of this program.

This **Postgraduate Diploma in Commercial Management in 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

*Delve into the ethical responsibilities of the medical sales representative and enhance your skills in effective communication through this 100% online degree"*

*With this program offered only by TECH you will be up to date on the use of visual merchandising in the pharmaceutical sector"*

*This university degree will provide you with the latest technological tools for sales.*

*You will increase your verbal, non-verbal and written skills with which you will be able to establish stronger relationships with customers.*

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 main objective of this program is to provide the professional with an up to date on the competencies required to effectively lead and manage sales and marketing strategies in the pharmaceutical field. In addition, by completing this academic course, the pharmacist will have strengthened his or her talent recruitment strategies, quality management, planning and execution of marketing campaigns. In this way, this University Expert will contribute to professional growth and success.
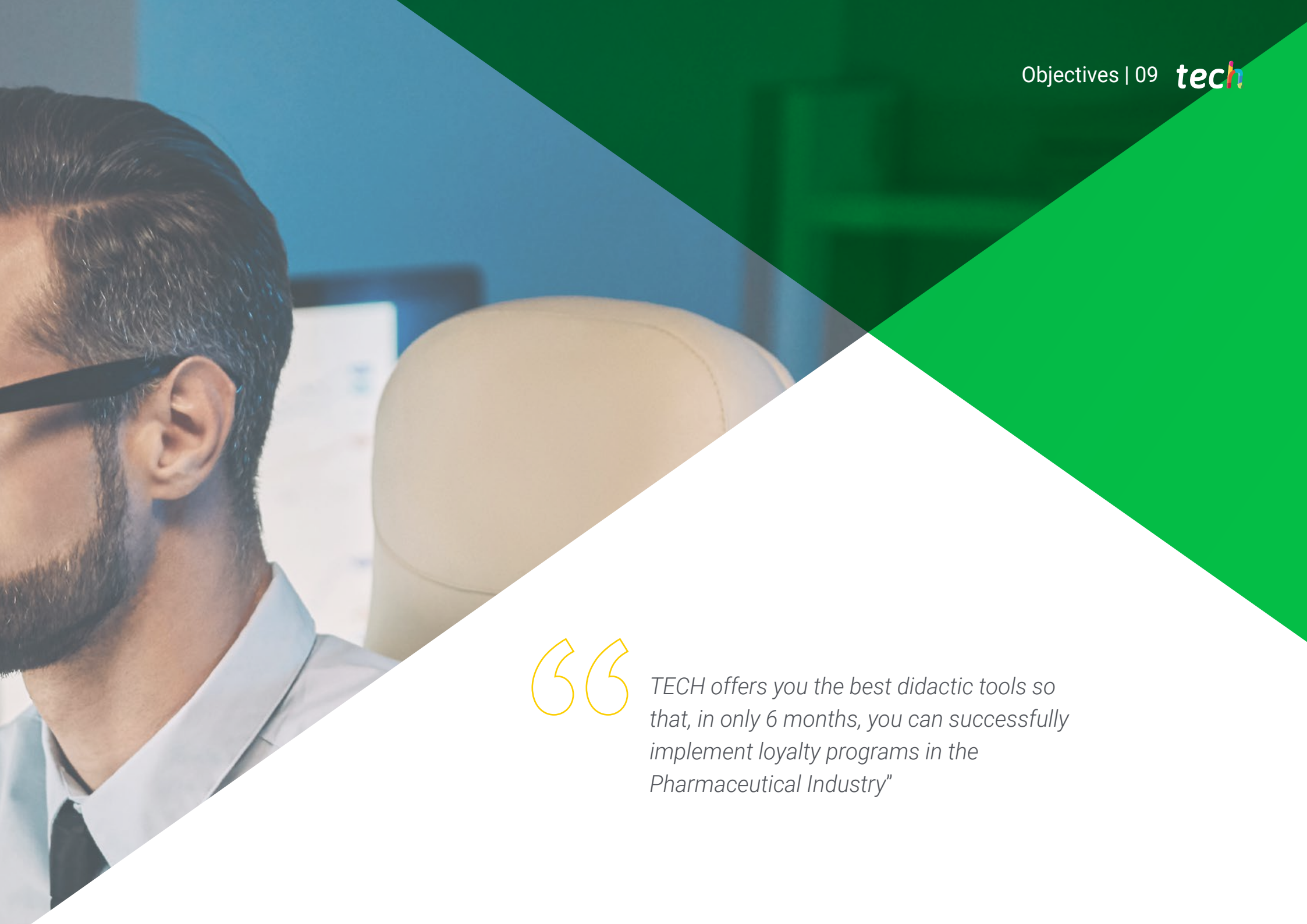
*TECH offers you the best didactic tools so that, in only 6 months, you can successfully implement loyalty programs in the Pharmaceutical Industry"*

## General Objectives

- Acquire specialized knowledge in the Pharmaceutical Industry
- Delve in the Pharmaceutical Industry
- Delve into the latest developments in the Pharmaceutical Industry
- Understand the structure and operation of the pharmaceutical industry
- Understand the competitive environment of the pharmaceutical industry
- Understand the concepts and methodologies of market research
- Use Market Research technologies and tools
- Develop sales skills specific to the Pharmaceutical Industry
- Understanding the Pharmaceutical Industry Sales Cycle
- Analyze customer behavior and market needs
- Developing leadership skills
- To understand the specific aspects of Management in the Pharmaceutical Industry
- Apply project management techniques
- To understand the principles and fundamentals of Marketing in the Pharmaceutical Industry

## Specific Objectives

**Module 1. the Pharmaceutical Industry Sales Process**
- Develop sales skills specific to the Pharmaceutical Industry
- Inquiring the Pharmaceutical Industry Sales Cycle
- Analyze customer behavior and market needs

**Module 2. Leadership and Management of Teams in the Pharmaceutical Industry**
- Developing leadership skills
- Analyze the specific aspects of Management in the Pharmaceutical Industry
- Apply project management techniques

**Module 3. Pharmaceutical Industry**
- Delve in the Pharmaceutical Industry
- knowledge the latest developments in the Pharmaceutical Industry
- Deepening clinical trials and regulatory approval

*You will improve your communication skills for project management in the pharmaceutical sector where a large commercial team is involved"*

## 03

# Course Management

TECH has integrated in this program a distinguished team of teachers with vast professional experience in the pharmaceutical sector and Digital Marketing. In this way, graduates will have the opportunity to access a complete update from the hands of authentic specialists with a consolidated career. In addition, given its proximity, the graduate will have the opportunity to resolve any doubts they may have about the content of this program.

*Specialists in the pharmaceutical industry, commercialization and marketing make up this University Expert"*

## Management

### Mr. Calderón, Carlos

- Director of Marketing and Advertising at Industrias Farmacéuticas Puerto Galiano S.A
- Marketing and Director of Marketing and Advertising at Marco AldanyAdvertising 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 Consultores de Publicidad y Marketing
- Advertising Technician by the CEV of Madrid

### Mr. Expósito Esteban, Alejandro

- Digital Director of 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

- Account Manager en EIEmedical
- Medical Visitor at Innovasc Integral Solutions S.L
- Sales Specialist at UCC Europe
- Marketing Specialists Healthcare

### Mr. Puerto Peña, Gustavo

- DCEO at Industrias Farmacéuticas Puerto Galiano S.A
- Commercial and Administration Director at Industrias Farmacéuticas Puerto Galiano S.A
- Marketing Director at Industrias Farmacéuticas Puerto Galiano S.A
- Independent Board Members Program by ICADE Business School
- Bachelor's degree in Business Administration and Management from Saint Louis University
- Member of: ANEFP, Farmaindustry, ADEFAM

### Mr. García-Valdecasas Rodríguez de Rivera, Jesús

- Technical Pharmaceutical Director Arkopharma in Laboratories
- Technician Responsible for the Biocides and Cosmetics Area at Laboratorios Bohm
- Quality and Records Coordinator at Bohm Laboratories
- Director quality, developing and Regulatory Matters at Industrias Farmacéuticas Puerto Galiano S.A
- Responsible for Records/Technical Services at Arafarma Group S.A
- Degree in Pharmacy from the University of Alcalá
- Professional Master's Degree in Pharmaceutical Industry. and Parapharmaceutical from the Centro de Estudios Superiores de la Industria Farmacéutica of the Pharmaceutical Industry (CESIF)

04

# Structure and Content

The University Expert in Commercial Management in Pharmaceutical Industry presents a curriculum that delves into the essential elements to be able to keep abreast of the lines of action of sales and team management. All this, through rigorous content created by experts with extensive knowledge of this sector. In addition, students will have greater self-management of the time they spend accessing the program, since they have access to quality didactic material 24 hours a day.

*With the Relearning method you will strengthen your long-term understanding of key concepts and reduce study time"*

## Module 1. Pharmaceutical Industry Sales Process

1.1. Commercial Departments
    1.1.1. Hierarchical structure
    1.1.2. Organisational Design
    1.1.3. Responsibility of the Sales Department
    1.1.4. Talent Management

1.2. Medical Visitor
    1.2.1. Responsibilities of the health visitor
    1.2.2. Ethics of the health visitor
    1.2.3. Effective Communication
    1.2.4. Product knowledge

1.3. Point-of-sale promotional actions
    1.3.1. Audit Objectives
    1.3.2. Visual Merchandising
    1.3.3. Inventory Management
    1.3.4. Environmental Impact Assessment

1.4. Sales Techniques
    1.4.1. Principle of persuasion
    1.4.2. Negotiation skills
    1.4.3. Scientific update
    1.4.4. Handling objections

1.5. Communication in Sales
    1.5.1. Analysis of the different channels
    1.5.2. Verbal Communication
    1.5.3. Non-Verbal Communication
    1.5.4. Written Communication

1.6. Loyalty Strategies
    1.6.1. Loyalty program
    1.6.2. Customer Service
    1.6.3. Follow-up programs
    1.6.4. Therapeutic compliance programs

1.7. Customer tracking
    1.7.1. Tools to Monitoring Customers
    1.7.2. Satisfaction
    1.7.3. Communication Techniques
    1.7.4. Data Use

**Module 2.** Leadership and Management of Teams in the Pharmaceutical Industry

2.5.  Performance Management
  2.5.1.  Establishment of clear goals and objectives
  2.5.2.  Definition and Performance Indexes
  2.5.3.  Continuous feedback
  2.5.4.  Performance Evaluation
2.6.  Change Management
  2.6.1.  Assessment of Changes La Needs
  2.6.2.  Effective communication of change
  2.6.3.  Creating a Emergencies Plan
  2.6.4.  Identification of change leaders
2.7.  Quality Management
  2.7.1.  Definition of quality standards
  2.7.2.  Implement from quality management system
  2.7.3.  Quality Control in Productiona
  2.7.4.  Supplier Management
2.8.  Management of the marketing Budget
  2.8.1.  Strategic Marketing Planning
  2.8.2.  Establishment of the total marketing budget
  2.8.3.  Budget distribution by marketing channels
  2.8.4.  Return on investment (ROI) analysis
2.9.  Planning and execution of marketing campaigns
  2.9.1.  Analysis the markets and Target Audience
  2.9.2.  Establishment of campaign objectives
  2.9.3.  Development of marketing strategies
  2.9.4.  Marketing channel selection
2.10.  Market news update
  2.10.1.  Market Trend Analysis
  2.10.2.  Competition Law
  2.10.3.  Monitoring New developments in the sector
  2.10.4.  Participation in events and conferences

## Module 3. Pharmaceutical Industry

3.1.  Pharmaceutical market
  3.1.1.  Market Structures in Pharmacist
  3.1.2.  Market Actors in Pharmacist
  3.1.3.  Market Fundamentals in Pharmacist
  3.1.4.  Market Development in Pharmacist
3.2.  Types of Products
  3.2.1.  Oral drugs
  3.2.2.  Injectable drugs
  3.2.3.  Topical Drugs
  3.2.4.  Non-inhaled Drugs
3.3.  Clinical trials and regulatory approval
  3.3.1.  Design of Clinical Trial
  3.3.2.  Education of Clinical Trials
  3.3.3.  Selections participating in clinical trial
  3.3.4.  Clinical Trials Methodology
3.4.  Supply Chain
  3.4.1.  Information Systems in Supply Chain
  3.4.2.  Supply Chain Technology
  3.4.3.  Cold chain management
  3.4.4.  Transport and Logistics Management
3.5.  Drugs Dispensing
  3.5.1.  Distribution Channels
  3.5.2.  Inventory Management
  3.5.3.  Order Management
  3.5.4.  Risk Management
3.6.  Marketing
  3.6.1.  Fundamentals of Marketing
  3.6.2.  Competitive Analysis
  3.6.3.  Positioning
  3.6.4.  Health Professionals
3.7.  Technological innovations in the pharmaceutical industry
  3.7.1.  Disruptive Technologies
  3.7.2.  Artificial Intelligence
  3.7.3.  Big Data
  3.7.4.  Bioinformatics

*Through the use of KPI indicators, you will evaluate your commercial performance and analyze the effectiveness and profitability of your products”*

# 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.

# 06

# Certificate

The Postgraduate Diploma in Commercial Management in Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Commercial Management in Pharmaceutical Industry** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Commercial Management in Pharmaceutical Industry**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

**DIPLOMA**

to

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

**POSTGRADUATE DIPLOMA**

in

Commercial Management in Pharmaceutical Industry

This is a qualification awarded by this University, equivalent to 450 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 Diploma

Commercial Management in Pharmaceutical Industry

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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## Commercial Management in Pharmaceutical Industry

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