

Postgraduate Diploma Financial Management of Pharmaceutical Marketing





Postgraduate Diploma Financial Management of Pharmaceutical Marketing

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

Website: www.techtute.com/in/pharmacy/postgraduate-diploma/postgraduate-diploma-financial-management-pharmaceutical-marketing

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01

Introduction

From small pharmacies, laboratories to distributors of products and services use marketing techniques in order to achieve their commercial goals. In this process, establishing the right strategic plan is key. In this sense, financial management is crucial to achieve the goal without neglecting the economic resources available. In this line, this program designed by TECH, which will lead the pharmacist to deepen in the essential elements to implement promotional campaigns taking into account the most relevant aspects of economic management. All this, in a 100% online educational format and through the best multimedia didactic material, created by experts with a consolidated professional trajectory in this industry.



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Get updated in just 6 months on the key processes for a successful Financial Management of Pharmaceutical Marketing”

The planning, allocation and efficient control of financial resources allocated to marketing and promotion strategies are key to their success. The pharmaceutical professional with knowledge of the sector must also take into account these economic factors in order to be able to implement with guarantees commercial lines of action in the establishment or with the sold products

This involves a detailed analysis of the costs associated with online and offline advertising, participation in events and conferences or the creation of promotional materials. For this reason, this Postgraduate Diploma in Financial Management of Pharmaceutical Marketing is only 6 months long.

It is an advanced program, developed by real experts who will take the graduate to deepen the present of the Pharmaceutical Industry, Finance oriented to the Marketing department or personnel management within this sector. For this, the pharmacist will have teaching resources based on video summaries of each topic, videos in detail, specialized readings and simulations of case studies.

This is an excellent opportunity for the professional to get a complete up to date in this field through a program characterized by its flexibility. Students only need a digital device (cell phone, tablet or computer) with an Internet connection to view the content hosted on the virtual platform at any time of the day.

This **Postgraduate Diploma in Financial Management of Pharmaceutical Marketing** 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



An academic option that will allow you to be up to date with the strategies used in traditional advertising and digital marketing"

“

You will enhance your skills in financial management oriented to pharmaceutical marketing initiatives”

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

Delve into financial risk management applied to Pharmaceutical Marketing thanks to case studies provided by experts in this field.

Learn more about marketing budget management from the comfort of your own home.



02

Objectives

The purpose of this Postgraduate Diploma is to provide the specialist with the necessary strategies and tools to be able to increase his competences in the development of Pharmaceutical Marketing plans. For this purpose, it has an exhaustive syllabus with a theoretical-practical approach and of great utility for the implementation of promotion and marketing actions, taking into account the most efficient economic criteria. It also has the support of a specialized teaching staff that will answer any questions you may have about the content of this program.



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Enhance your skills for the management of commercial strategies with this university qualification of 450 teaching hours”



General Objectives

- ◆ 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

Module 1. Structure of the Pharmacist Industry

- ◆ Delve into the structure and functioning of the pharmaceutical industry
- ◆ Investigate the supply chain, the main actors and their interaction
- ◆ Understand the competitive environment of the pharmaceutical industry

Module 2. Finance for the Marketing Department

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

Module 3. Leadership and team management in the Pharmaceutical Industry

- ◆ Develop leadership skills
- ◆ Analyze the specifics of management in the Pharmaceutical industry
- ◆ Apply project management techniques



Increase your competencies to integrate the most effective project management techniques in the Pharmaceutical Industry"

03

Course Management

In order to provide a quality update, TECH has carried out a rigorous selection process of each and every one of the professors that make up this program. In this way, the graduate will obtain a complete update from specialists with accumulated professional experience in the Pharmaceutical Industry and Marketing. In this way, this academic institution responds to the need to increase competencies within this sector.



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You will solve any doubt you may have about Pharmaceutical Marketing Plan with the best experts in this 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



D. 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

D. 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 and Parapharmaceutical Industry from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)

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

D. Puerto Peña, Gustavo

- ◆ DCEO at Industrias Farmacéuticas Puerto Galiano S.A.
- ◆ Director Commercial and Administration. at Industrias Farmacéuticas Puerto Galiano S.A.
- ◆ Director of Marketing 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

04

Structure and Content

This Postgraduate Diploma in Financial Management of Pharmaceutical Marketing will provide the pharmacist with the most updated knowledge in budgetary matters for the marketing of pharmaceutical products. In this way, the pharmacist will deepen in the evaluation of performance, the management of monetary risk and the viability of new products. All this, without the need to invest long hours of study, since the Relearning system, based on the reiteration of key content, makes it easier to consolidate the key concepts.





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A study plan adapted to your needs and designed with the most revolutionary pedagogical methodology, the Relearning system"

Module 1. Structure of the Pharmacist Industry

- 1.1. Pharmacological development
 - 1.1.1. Drug discovery
 - 1.1.2. Pharmacokinetics
 - 1.1.3. Pharmacodynamics
 - 1.1.4. Pre-clinical trials
- 1.2. Pharmaceutical laboratory
 - 1.2.1. Good Laboratory Practices
 - 1.2.2. Laboratory equipment
 - 1.2.3. Laboratory instrumentation
 - 1.2.4. Microbiological Analysis
- 1.3. R&D&I:
 - 1.3.1. Screening techniques
 - 1.3.2. Validation techniques
 - 1.3.3. Rational design
 - 1.3.4. Medicinal chemistry
- 1.4. Patents
 - 1.4.1. Intellectual Property Fundamentals
 - 1.4.2. Patent application procedure
 - 1.4.3. Patentability analysis
 - 1.4.4. Protection strategies
- 1.5. Generics
 - 1.5.1. Therapeutic equivalence
 - 1.5.2. Bioequivalence
 - 1.5.3. Development Process
 - 1.5.4. Manufacture Process
- 1.6. Stock management
 - 1.6.1. Stock Control
 - 1.6.2. Inventory Management
 - 1.6.3. Demand forecasting methods
 - 1.6.4. Stock management software
- 1.7. Discounts
 - 1.7.1. Volume discounts
 - 1.7.2. Cash discounts
 - 1.7.3. Loyalty discounts
 - 1.7.4. Profitability analysis on discounts



- 1.8. Pharmaceutical industry value chain
 - 1.8.1. Risk Management.
 - 1.8.2. Information technology
 - 1.8.3. Sustainability
 - 1.8.4. Social Responsibility
- 1.9. Strategic Partnerships.
 - 1.9.1. Collaborations
 - 1.9.2. License agreements
 - 1.9.3. Joint Ventures
 - 1.9.4. Negotiation of strategic alliances
- 1.10. Regulatory agencies
 - 1.10.1. Post-marketing surveillance
 - 1.10.2. Regulatory audits
 - 1.10.3. Regulatory harmonization
 - 1.10.4. Mutual recognition of records

Module 2. Finance for the Marketing Department

- 2.1. Marketing Budget
 - 2.1.1. Traditional advertising
 - 2.1.2. Digital Marketing
 - 2.1.3. Relationship with The Media
 - 2.1.4. Public Relations
- 2.2. Cost and Benefit Analysis
 - 2.2.1. ACE
 - 2.2.2. ACU
 - 2.2.3. ACB
 - 2.2.4. ACM
- 2.3. Performance measurement
 - 2.3.1. Market Share
 - 2.3.2. Return Investment
 - 2.3.3. Research and development
 - 2.3.4. Operational efficiency
- 2.4. Financial Planning
 - 2.4.1. Budget
 - 2.4.2. Inventory Management
 - 2.4.3. Risk Management.
 - 2.4.4. Capitalization

- 2.5. Financial Risk Management
 - 2.5.1. Product diversification
 - 2.5.2. Supply Chain Management
 - 2.5.3. Financial risk hedging
 - 2.5.4. Conclusions
- 2.6. Profitability
 - 2.6.1. Production efficiency
 - 2.6.2. Marketing Strategies
 - 2.6.3. Geographic expansion
 - 2.6.4. Conclusions
- 2.7. Future investments
 - 2.7.1. Risk Analysis
 - 2.7.2. Market opportunity
 - 2.7.3. Choice of the moment
 - 2.7.4. Conclusions
- 2.8. Financial resources of the company
 - 2.8.1. Equity capital
 - 2.8.2. Debt financing
 - 2.8.3. Venture capital
 - 2.8.4. Subsidies
- 2.9. Return on investment
 - 2.9.1. Patents
 - 2.9.2. Research
 - 2.9.3. Analysis
 - 2.9.4. Conclusions
- 2.10. Viability of new products
 - 2.10.1. Efficiency and safety
 - 2.10.2. Demand
 - 2.10.3. Offer
 - 2.10.4. Intellectual Property

Module 3. Leadership and team management in the Pharmaceutical Industry

- 3.1. Leadership in the Pharmaceutical industry
 - 3.1.1. Leadership trends and challenges
 - 3.1.2. Transformational Leadership
 - 3.1.3. Leadership in Risk Management
 - 3.1.4. Leadership in Continuous Improvement
- 3.2. Talent Management
 - 3.2.1. Recruitment strategies
 - 3.2.2. Profile development
 - 3.2.3. Succession planning
 - 3.2.4. Talent Retention
- 3.3. Team development and training
 - 3.3.1. GMP Good Manufacturing Practices
 - 3.3.2. Technical skills development
 - 3.3.3. Safety training
 - 3.3.4. R&D development
- 3.4. Internal communication strategies
 - 3.4.1. Development of an open communication culture
 - 3.4.2. Communication of objectives and strategies
 - 3.4.3. Communication of organizational changes
 - 3.4.4. Communication of policies and procedures
- 3.5. Performance Management
 - 3.5.1. Establishment of clear goals and objectives
 - 3.5.2. Definition of Performance Indicators
 - 3.5.3. Continuous Feedback
 - 3.5.4. Performance Evaluation
- 3.6. Change Management
 - 3.6.1. Diagnosis of the need for change
 - 3.6.2. Effective communication of change
 - 3.6.3. Creating a sense of urgency
 - 3.6.4. Identification of change leaders
- 3.7. Quality Management
 - 3.7.1. Definition of quality standards
 - 3.7.2. Implement of quality management system
 - 3.7.3. Quality Control in Production
 - 3.7.4. Supplier Management



- 3.8. Management of the marketing Budget
 - 3.8.1. Strategic Marketing Planning
 - 3.8.2. Establishment of the total marketing budget
 - 3.8.3. Budget distribution by marketing channels
 - 3.8.4. Investment Return Analysis (ROI)
- 3.9. Planning and execution of marketing campaigns
 - 3.9.1. Market and target audience analysis
 - 3.9.2. Establishment of campaign objectives
 - 3.9.3. Marketing strategy development
 - 3.9.4. Marketing channel selection
- 3.10. Market news update
 - 3.10.1. Market trend analysis
 - 3.10.2. Competitor monitoring
 - 3.10.3. Follow-up on new developments in the sector
 - 3.10.4. Participation in events and conferences



With TECH you will be aware of the techniques and tools used in the planning and execution of Pharmaceutical Marketing campaigns"

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.



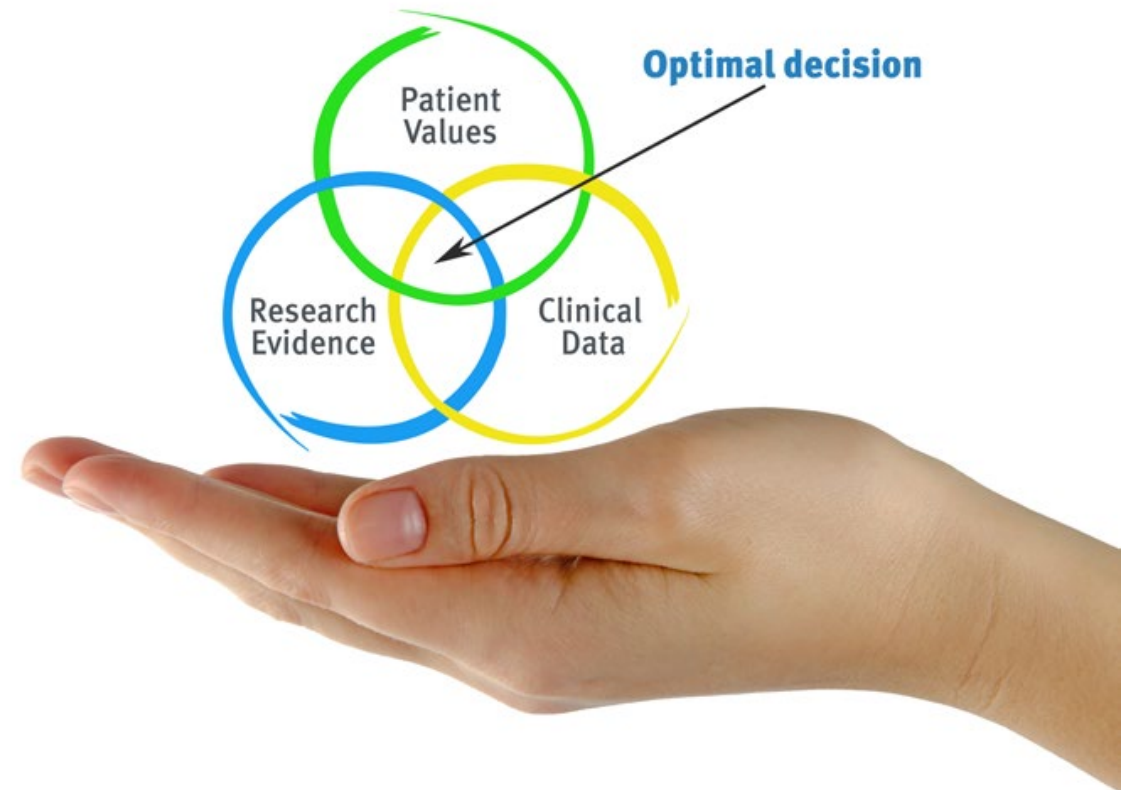


Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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

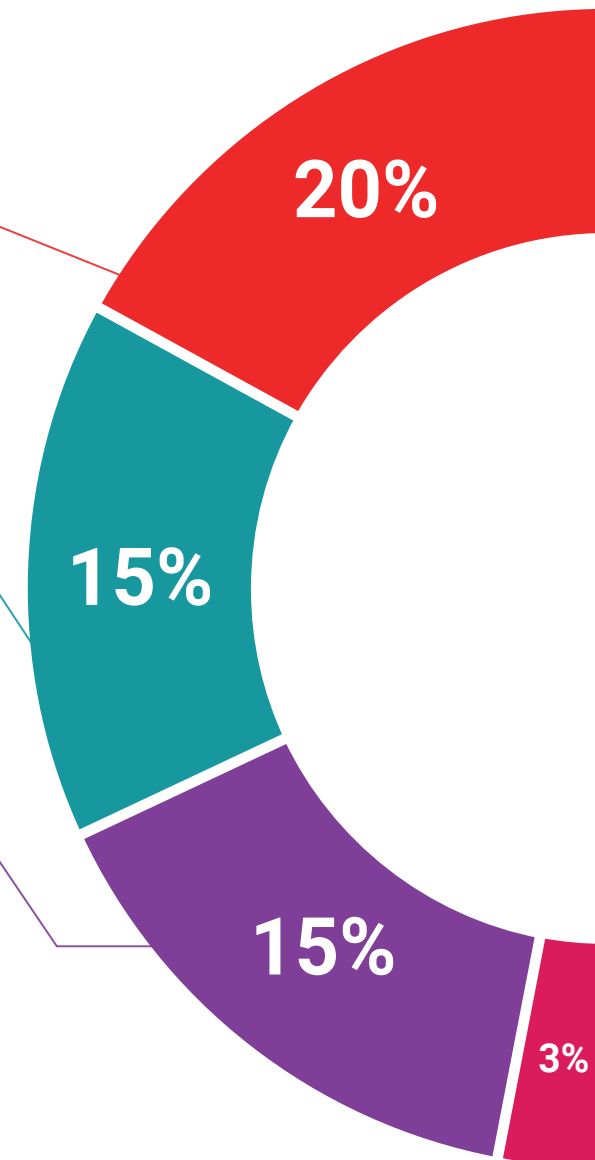
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

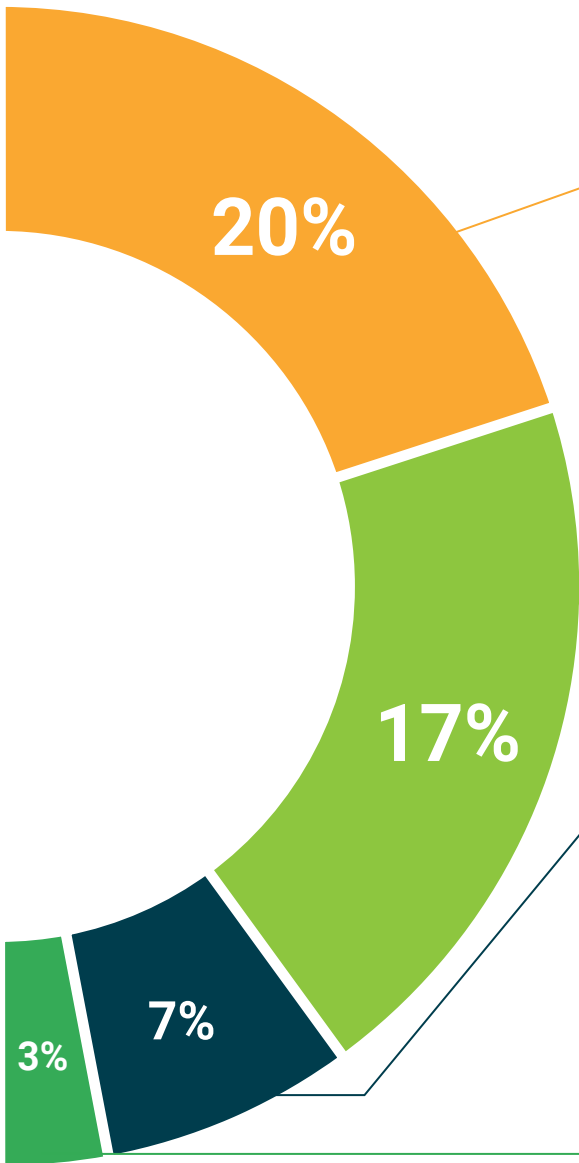
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



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 Diploma in Financial Management of Pharmaceutical Marketing, guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma qualification 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 Diploma in Financial Management of Pharmaceutical Marketing** contains the most complete and up-to-date scientific 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 certificate 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 Financial Management of Pharmaceutical Marketing**

Official N° of Hours: **450 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate 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 quality
development languages
virtual classroom



Postgraduate Diploma
Financial Management
of Pharmaceutical Marketing

- » Modality: online
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