

Postgraduate Diploma

Marketing Strategies Applied to the Pharmaceutical Industry



Postgraduate Diploma

Marketing Strategies Applied to the Pharmaceutical Industry

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

Website: www.techtute.com/us/pharmacy/postgraduate-diploma/postgraduate-diploma-marketing-strategies-applied-pharmaceutical-industry

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01

Introduction

The correct execution of Marketing Strategies in the pharmaceutical field allows capturing the attention of target audience, communicating benefits of the product and establishing connections with consumers. In this way, by directing efforts towards market needs, pharmaceutical companies can influence demand and generate interest in their products. Given the high competitiveness, it is relevant that industry professionals are able to apply the latest trends in the development and execution of promotional and marketing campaigns. For this reason, TECH has designed a complete program in a 100% online format, which offers the specialist the flexibility to access at any time and place from any device with Internet connection.



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Expand your knowledge of the fundamentals of the pharmaceutical marketing plan with this exclusive qualification that only TECH can offer you"

Well-executed marketing in the pharmaceutical industry contributes to increasing a company's sales and driving consumer preference for its products. Through strategies such as launch promotions, persuasive advertising campaigns and loyalty programs, pharmaceutical companies manage to increase their market share.

For this reason, the figure of the pharmacist specialized in Marketing becomes indispensable in the search for commercial success. Being at the forefront of the latest advertising techniques will allow them to identify opportunities, detect trends and anticipate changes. Therefore, this Postgraduate Diploma in Marketing Strategies Applied to the Pharmaceutical Industry was born.

This is a program that takes the professional for 6 months to delve into the development of a business plan, the proper management of marketing processes and to obtain an overview of the consumer. In this sense, the graduate will have access to a series of multimedia materials such as video summaries and specialized readings, stored in a virtual library, which can be accessed at any time and place 24 hours a day, without restrictions.

This **Postgraduate Diploma in Marketing Strategies 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



You will successfully apply the SMART methodology and increase sales in your Pharmacy"

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With this Postgraduate Diploma you will build an effective Marketing strategy applied to the Pharmaceutical Industry"

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.

Thanks to this program you will enhance your ability to analyze the market and develop much more effective lines of action in the pharmaceutical sector.

You will increase your skills in the field of Marketing care through the most advanced syllabus created by consolidated experts in this field.



02 Objectives

The purpose of this Postgraduate Diploma is to provide pharmacists with a complete update on the most cutting-edge and disruptive Marketing Strategies used in the Pharmaceutical Industry. In this way, professionals will increase their skills in the creation of strategic plans for the promotion of pharmacological products and all the relevant elements for the achievement of marketing and sales objectives. To facilitate this updating process, TECH provides a syllabus, elaborated by real experts.



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You will perfectly adapt your promotional actions, taking into account trends and changes in consumer habits in the field of health"



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. Pharmacist Marketing Plan

- ◆ 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

Module 2. Marketing Management applied to the Pharmaceutical Industry

- ◆ 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

Module 3. The consumer

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



You will venture into the marketing of nutritional and hospital components through the best didactic material"

03

Course Management

In its commitment to the quality of its programs, TECH has assembled an excellent teaching team composed of specialists in the field of Pharmaceutical Industry and Marketing. Thanks to their deep knowledge, the graduate will have the guarantee of accessing a program according to their needs for updating from the hand of great specialists. In addition, the proximity of the teaching staff will allow you to resolve any doubts you may have about the content of this program.





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Upgrade with a curriculum designed by experts in the pharmaceutical field, where you will learn how to use pay-per-click strategies to optimize your results”

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. 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

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. 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

04

Structure and Content

The Postgraduate Diploma in Marketing Strategies Applied to the Pharmaceutical Industry presents a syllabus that will allow students to develop from start to finish a complete plan oriented to promotion and sales in different channels. Everything from a theoretical-practical perspective and with the best multimedia teaching material. In addition, with the implementation of the Relearning method, the graduate will reduce the hours of study and will strengthen the understanding of the determining concepts in the long term.



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With the Relearning method you will optimize your study and avoid spending long hours focusing on the most relevant concepts"

Module 1. Pharmacist Marketing Plan

- 1.1. Basics of Pharmacist Marketing Plan
 - 1.1.1. Analysis of the environment
 - 1.1.2. Opportunities
 - 1.1.3. Threats
 - 1.1.4. Implementation
- 1.2. Marketing plan objectives
 - 1.2.1. SMART Objectives
 - 1.2.2. Market penetration objectives
 - 1.2.3. Sales growth targets
 - 1.2.4. Customer Loyalty Objective
- 1.3. The general strategy of marketing plan
 - 1.3.1. Vision definition
 - 1.3.2. Objectives setting
 - 1.3.3. Marketing Plan Tools
 - 1.3.4. Conclusions
- 1.4. OTC Marketing
 - 1.4.1. Analysis of OTC products market
 - 1.4.2. Develop the Strategy
 - 1.4.3. Packaging design
 - 1.4.4. Expansion strategy development
- 1.5. Consumer care marketing
 - 1.5.1. Branding
 - 1.5.2. Digital Marketing
 - 1.5.3. Definition of key strategies
 - 1.5.4. Conclusions
- 1.6. Medical Marketing
 - 1.6.1. Specific needs
 - 1.6.2. Public Relations
 - 1.6.3. Medical conference management
 - 1.6.4. Strategies for clinics
- 1.7. Marketing of nutritional components
 - 1.7.1. Performance measurement
 - 1.7.2. Nutritional Marketing Trends
 - 1.7.3. Nutritional Marketing Advances
 - 1.7.4. Conclusions





- 1.8. Marketing of generic products
 - 1.8.1. Performance measurement
 - 1.8.2. Branding and labeling
 - 1.8.3. PPV
 - 1.8.4. Conclusions
- 1.9. Marketing of hospital products
 - 1.9.1. Identify the target market
 - 1.9.2. Supplier collaboration
 - 1.9.3. Demonstrations
 - 1.9.4. Conclusions
- 1.10. Digital Marketing in the Pharmaceutical Industry
 - 1.10.1. Search Engine Optimization
 - 1.10.2. PPC
 - 1.10.3. Mobile Marketing Strategies
 - 1.10.4. E-mail Marketing

Module 2. Marketing Management applied to the Pharmaceutical Industry

- 2.1. Communication.
 - 2.1.1. Effective and efficient communication
 - 2.1.2. Participation in events
 - 2.1.3. Communication team
 - 2.1.4. Internal Communication
- 2.2. Advertising
 - 2.2.1. Print advertising
 - 2.2.2. Television advertisement
 - 2.2.3. Radio advertisement
 - 2.2.4. Social media advertisements
- 2.3. Direct marketing
 - 2.3.1. Direct mail
 - 2.3.2. Text messages
 - 2.3.3. Telephoning
 - 2.3.4. Loyalty Programs
- 2.4. e-Marketing
 - 2.4.1. Marketing partners
 - 2.4.2. Content Marketing
 - 2.4.3. Online advertising

- 2.5. Market trend research
 - 2.5.1. Technological innovations
 - 2.5.2. Epidemiological changes
 - 2.5.3. Access to emerging markets
 - 2.5.4. Digitalization in health
- 2.6. Differentiation
 - 2.6.1. Innovative medicines
 - 2.6.2. Improved formulations
 - 2.6.3. Safety approach
 - 2.6.4. Patient support services
- 2.7. Advertising campaigns
 - 2.7.1. Got Milk
 - 2.7.2. Share a coke
 - 2.7.3. The truth
 - 2.7.4. Like a girl
- 2.8. Content creation
 - 2.8.1. Scientific publications
 - 2.8.2. Educational materials
 - 2.8.3. Online content
 - 2.8.4. Webinars
- 2.9. Consumer needs
 - 2.9.1. Security/Safety
 - 2.9.2. Efficacy
 - 2.9.3. Quality
 - 2.9.4. Accessibility
- 2.10. Consumer Behavior
 - 2.10.1. Health problems
 - 2.10.2. Medical influence
 - 2.10.3. Information research
 - 2.10.4. Previous experiences

Module 3. The consumer

- 3.1. Knowing the consumer
 - 3.1.1. Sales Data Analysis
 - 3.1.2. Consumer profile
 - 3.1.3. Public Opinion Research
 - 3.1.4. Customer satisfaction study
- 3.2. Trend in demand
 - 3.2.1. Aging population
 - 3.2.2. Health awareness
 - 3.2.3. Technological Advances
 - 3.2.4. Preventive Medicine
- 3.3. Effective Communication
 - 3.3.1. Clear messages
 - 3.3.2. Scientific information
 - 3.3.3. Transparency
 - 3.3.4. Bidirectional Communication
- 3.4. Previous Work Experience
 - 3.4.1. Pharmaceutical Manufacturing
 - 3.4.2. Pharmacovigilance
 - 3.4.3. Reimbursement
 - 3.4.4. Data Analytics
- 3.5. Product accessibility
 - 3.5.1. Product packaging
 - 3.5.2. Information in Braille
 - 3.5.3. Unit dose containers
 - 3.5.4. Format adaptation
- 3.6. Consumer education
 - 3.6.1. Adherence promotion
 - 3.6.2. Safe use of over-the-counter medicines
 - 3.6.3. Chronic disease education
 - 3.6.4. Side Effects
- 3.7. Creation of Products
 - 3.7.1. Preclinical Development
 - 3.7.2. Clinical Trials
 - 3.7.3. Manufacture
 - 3.7.4. Packaging and labeling

- 3.8. The Relationship between Doctor and Patients
 - 3.8.1. Open Communication
 - 3.8.2. Transparent communication
 - 3.8.3. Making shared Decisions
 - 3.8.4. Respect and empathy
- 3.9. Social Responsibility
 - 3.9.1. Ethics
 - 3.9.2. Social Responsibility
 - 3.9.3. Environmental Sustainability
 - 3.9.4. Transparency and Accountability
- 3.10. Technological influence
 - 3.10.1. Research and development
 - 3.10.2. Precision Medicine
 - 3.10.3. Data Security
 - 3.10.4. Machine Learning

“With *TECH* you will be able to identify your target market and establish partnerships with strategic suppliers to consolidate your position in the pharmaceutical sector”

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.





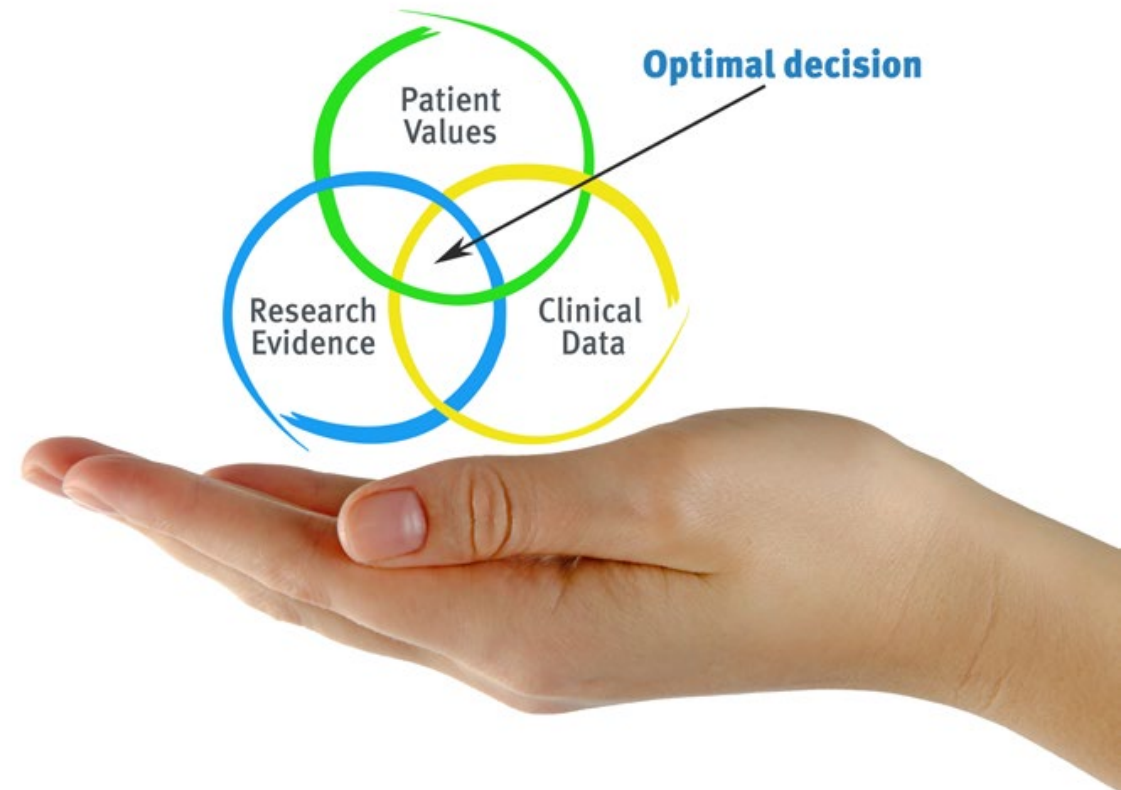
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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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

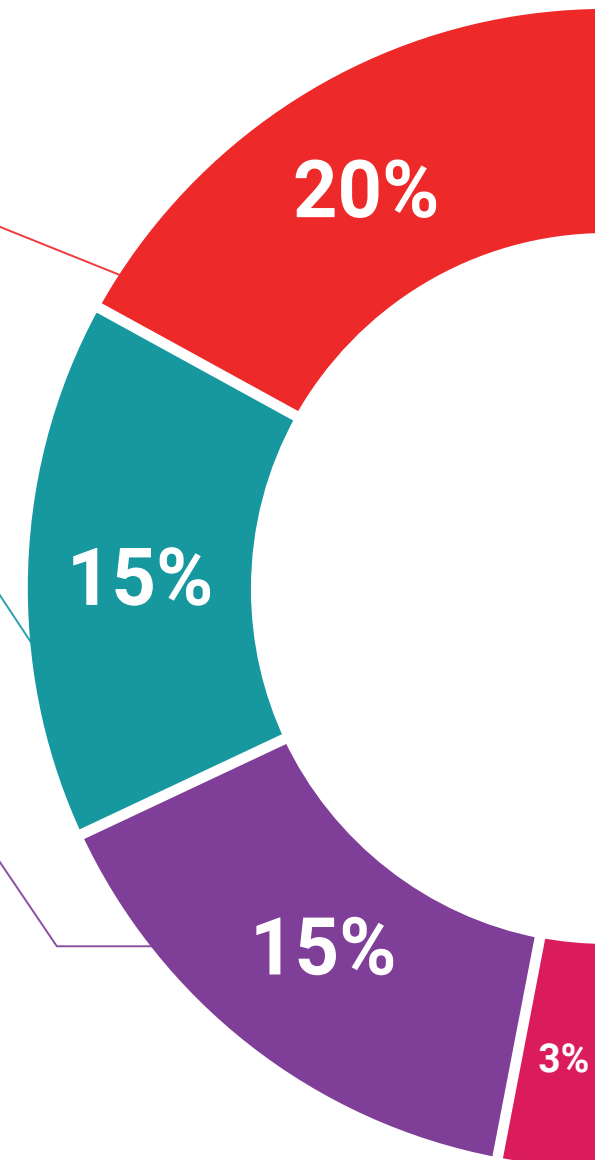
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

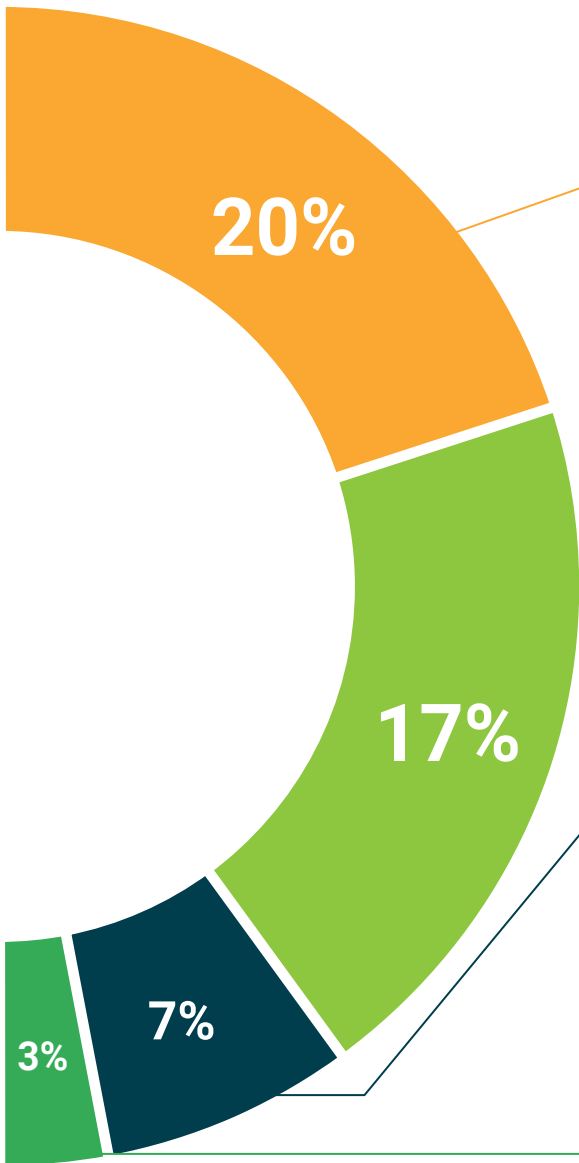
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



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 Marketing Strategies Applied to the 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.



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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 Marketing Strategies Applied to the Pharmaceutical Industry** 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 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 Marketing Strategies Applied to the Pharmaceutical Industry**

Official N° of Hours: **450 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



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