

# Postgraduate Certificate Health Service Marketing



## Postgraduate Certificate Health Services Marketing

- » Modality: online
- » Duration: 4 weeks
- » Certificate: TECH Global University
- » Credits: 4 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar areas

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/health-services-marketing](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/health-services-marketing)

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# 01 Welcome

Establishing an efficient marketing plan in the health area is essential for any company that wants to maintain, develop and grow in the sector over time. For this reason, the need for qualified personnel capable of defining strategic business lines and leading marketing projects is growing. In order for graduates to adapt their profile to the requirements of the growing demand, TECH has designed this complete program. A multidisciplinary program that will provide you with the most comprehensive knowledge and tools to set objectives and implement efficient actions in Health Service Marketing. All this in a convenient, fully online format that includes 120 hours of the best theoretical, practical and additional content.



Postgraduate Certificate in Health Services Marketing.  
TECH Global University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH you will have access to Harvard Business School case studies"*



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, students will be able to make global decisions with an innovative perspective and an international vision.



“

*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Health Service Marketing will enable students to:

01

Delve into the healthcare market taking into account industry considerations

02

Integrate corporate vision and objectives into healthcare marketing strategies and policies

03

Develop techniques and strategies in the digital and non-digital environment to establish customer acquisition, attraction and loyalty channels





04

Analyze the customer's decision process in relation to Marketing stimuli

05

Develop a solid and comprehensive Marketing plan for the organization

06

Develop marketing, market research and communication projects focused on the health sector

05

# Structure and Content

The Postgraduate Certificate in Health Service Marketing is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundations for your success in the management of health marketing campaigns.



“

*What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this one, believe us"*

## Syllabus

The Postgraduate Certificate in Services Marketing for Health Management of TECH Global University is a tailor-made program that is taught in 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundations for your success in logistics management in the purchasing function.

The content of the Postgraduate Certificate in Health Service Marketing is designed to promote the development of managerial skills that allow for more rigorous decision-making in uncertain environments.

Over the course of 120 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with the techniques and intricacies of commercial management along with the vision of Marketing and branding and is designed to train managers who understand the Commercial and Marketing Management from a strategic, international and innovative perspective. A plan designed for you, focused on your professional improvement and that prepares you to achieve excellence in the logistics field in the purchasing function. A program that understands your needs and those of your company, through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This Postgraduate Certificate is developed over 6 weeks and is divided into 3 modules:

### Module 1.

The Health Services Market

### Module 2.

Health Service Marketing



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Health Service Marketing completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1.** The Health Services Market

1.1. Introduction to Health Services Market

1.2. Considerations on The Health Services Market

**Module 2.** Health Service Marketing

2.1. Objectives of the Health Service Marketing

2.2. Health Service Marketing Actions



*You will learn the best-kept secrets of Healthcare Marketing from the most experienced professionals"*



# 06 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"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

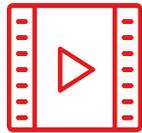
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

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.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



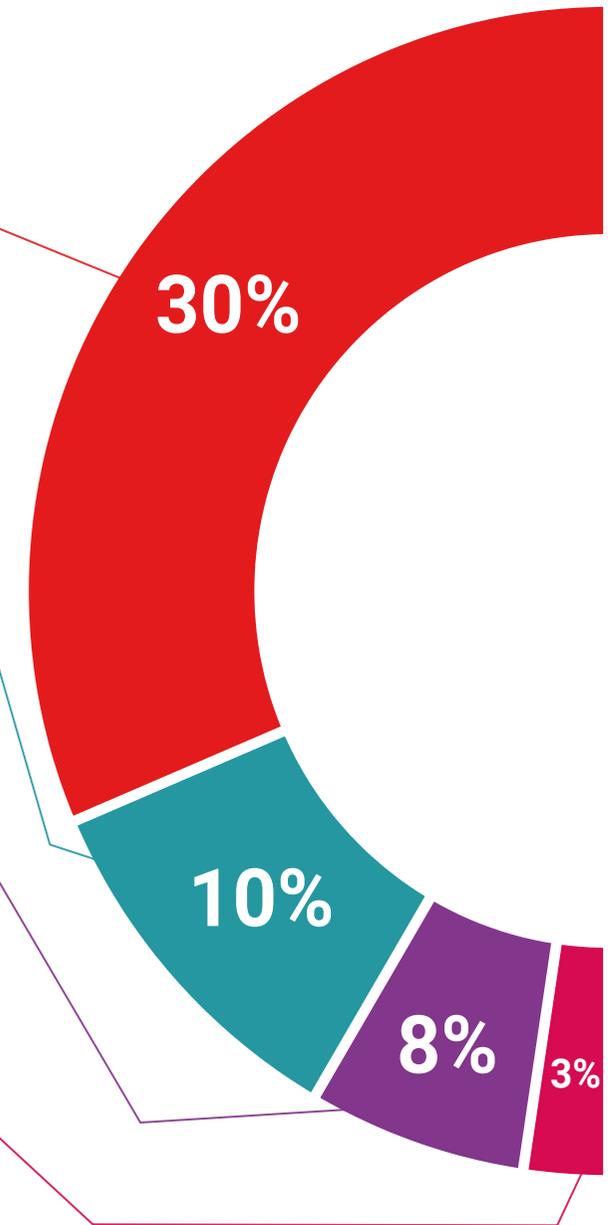
### Management Skills Exercises

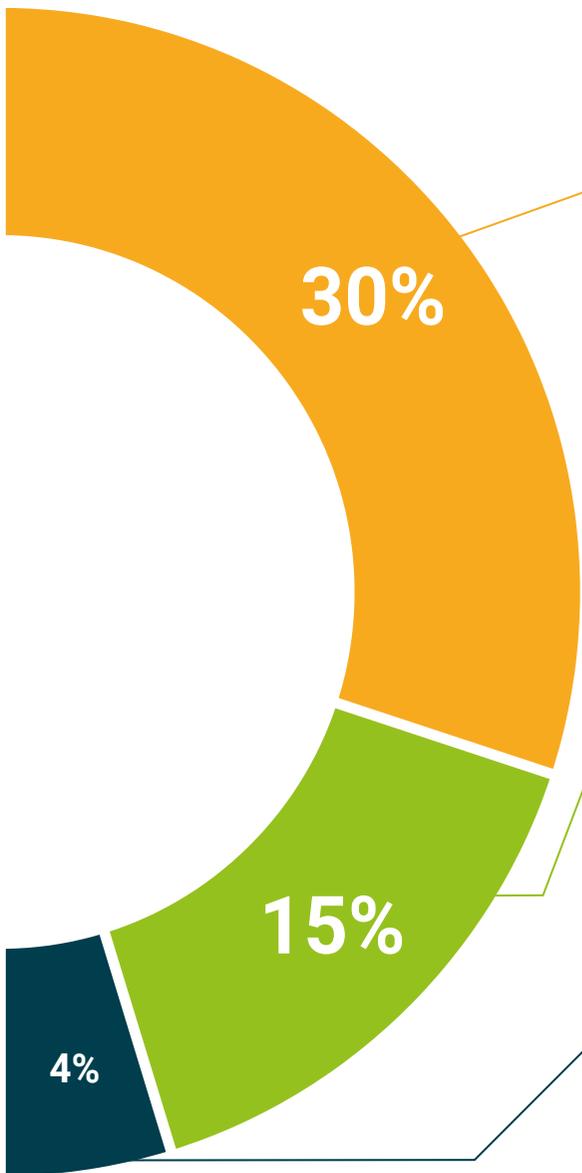
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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 exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### 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.



07

# Our Students' Profiles

The Postgraduate Certificate in Health Service Marketing is a program aimed at professionals in Marketing and other areas of the company who want to update their knowledge, discover new ways to manage the activity of Health Marketing and advance in their professional career.





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*If you have experience in the financial sector and are looking for an interesting career boost while continuing to work, then this is the program for you"*

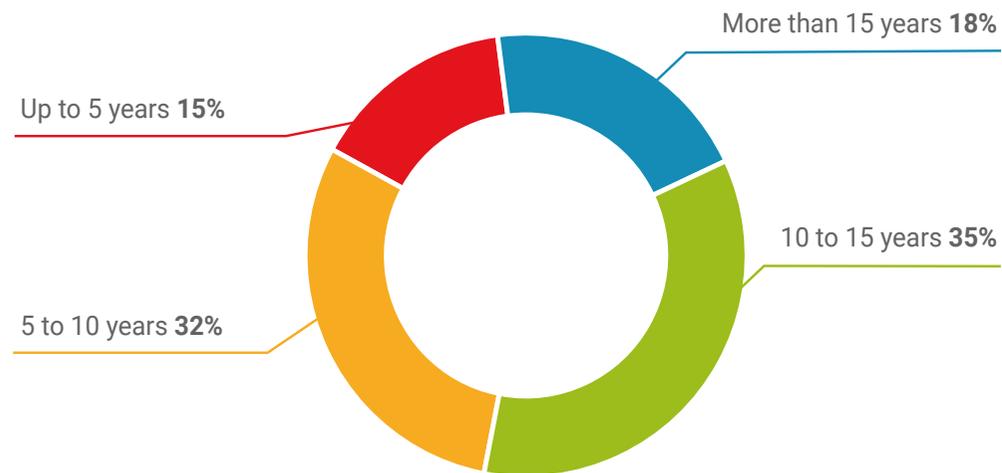
### Average Age

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Between **35** and **45** years old

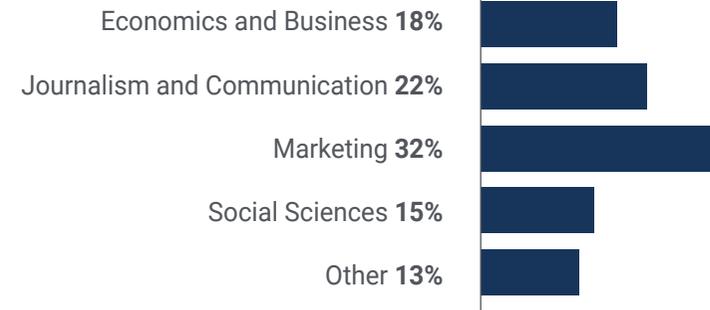
### Years of Experience

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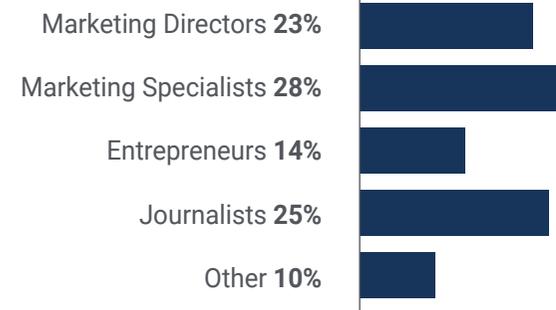
### Training

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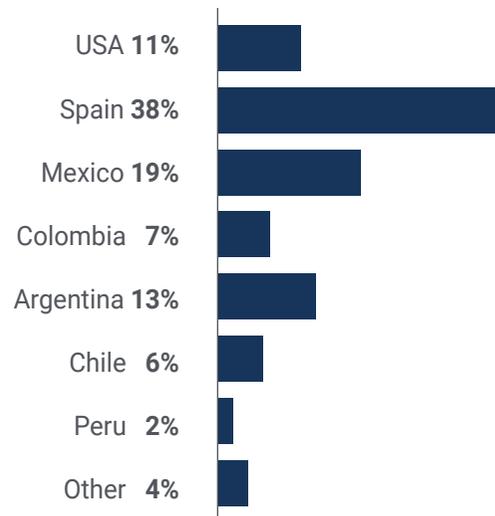
### Educational Profile

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## Geographical Distribution

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## Tania Ríos

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Chief Marketing Officer

*"Marketing is a constantly evolving field and, therefore, I had been looking into specializing in this area for years, which is something that I have managed to accomplish thanks to this TECH program. Thanks to the advanced knowledge of this program, I was able to boost my career and now I manage much more complex and important campaigns. Plus, I was able to do it all from the comfort of my own home, which was undoubtedly a plus going forward"*

08

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. To achieve this, this program has been designed to enable students to acquire the necessary skills to develop in the field of marketing management and lead their company to success.



“

*You will strengthen your CV in a remarkable way by incorporating this Postgraduate Certificate in Health Service Marketing, giving even more power to your value proposition"*

*If you are looking to enhance your career, don't miss the opportunity to acquire high-level training that will set you apart from the rest of the professionals in the sector.*

### Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Health Service Marketing at TECH Global University is an intensive program that prepares students to face challenges and decisions in the field of Marketing, globally. Its main objective is to promote personal and professional growth and help achieve success in this field.

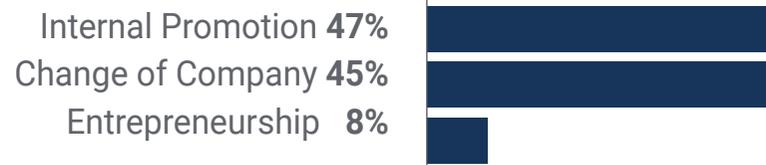
If the goal is to better yourself, make a positive change professionally and network with the best, this is the place.

*The continuous specialization of marketing professionals is essential to keep up to date with the latest developments.*

#### Time of change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students.



09

# Benefits for Your Company

The Postgraduate Certificate in Health Service Marketing contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only represent an improvement on a personal level but, above all, on a professional level, increasing the professional's training and improving their management skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*Take your organization's communication strategies and brand reputation to a higher level, demonstrating your ability to lead teams and improve your professional and economic position"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The student will be able to bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building agents of change**

The student will be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

Students will be able to work on a real project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Health Service Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Health Services Marketing** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Health Services Marketing**

Modality: **online**

Duration: **4 weeks**

Accreditation: **4 ECTS**





## Postgraduate Certificate Health Services Marketing

- » Modality: online
- » Duration: 4 weeks
- » Certificate: TECH Global University
- » Credits: 4 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Health Service Marketing

