

Postgraduate Certificate Finance in the Marketing Department of the Pharmaceutical Industry



Postgraduate Certificate Finance in the Marketing Department of the Pharmaceutical Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously completed any of the qualifications in the fields of Engineering, Computer in the field of Engineering, Computer Economy, Marketing and Pharmacist Administration

Website: www.techtute.com/pk/school-of-business/postgraduate-certificate/finance-marketing-department-pharmaceutical-industry

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01 Welcome

In the Marketing department, finance plays a key role in budget planning and management. This involves tracking and controlling expenses, as well as analyzing the return on investment. This is why it is important to have a specialist who not only masters promotional strategies, but also makes decisions backed by solid financial information. In this way, it will maximize the performance and efficiency of the actions, contributing to the overall success of the project. Given the relevance of this area, TECH has developed this 100% online program that offers the professional a first level learning, with the best pedagogical format and the necessary flexibility to make compatible the most existing responsibilities with quality teaching.



Postgraduate Certificate Finance in the Marketing Department
of the Pharmaceutical Industry
TECH Technological University



“

Become a specialist in Finance applied to Marketing projects oriented to the pharmaceutical sector”

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 center for intensive managerial skills education.



“

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 Technological University



Innovation

The university offers an online learning model that balances 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.

+100000

executives prepared 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:



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

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.



Learn with the best

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 the most rigorous and up-to-date case analyses in academia"

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 education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

This Postgraduate Certificate has been designed to offer the professional the most rigorous and essential concepts to master the finances used in the Marketing Department in the Pharmaceutical Industry. For this purpose, the students have a syllabus prepared by specialists in this field and with deep knowledge on the implementation of campaigns in this sector. Undoubtedly, a content that will respond to the needs of students for the sake of their professional progression in this field.



“

Get the techniques and tools you need to measure the economic performance of your marketing campaigns”

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

This Postgraduate Certificate Finance in the Marketing Department of the Pharmaceutical Industry Will enable students to:

01

Acquire specialized knowledge in the
Pharmaceutical Industry

04

Understand the structure and operation of
the pharmaceutical industry

02

Deepen your knowledge of the
Pharmaceutical Industry

03

Delve into the latest developments
in the Pharmaceutical Industry



05

Understand the competitive environment of the Pharmaceutical Industry

06

Understand market research concepts and methodologies

07

Use market research technologies and tools

08

Develop sales skills specific to the Pharmaceutical Industry



09

Understand the sales cycle in
the Pharmaceutical Industry

10

Analyze customer behavior and market needs

11

Develop leadership skills





12

Understand the specifics of management in the Pharmaceutical industry

13

Apply project management techniques

14

Understand the principles and fundamentals of marketing in the pharmaceutical industry

05

Structure and Content

From an updated perspective, this Postgraduate Certification brings Finance in the Marketing Department of the Pharmaceutical Industry. For this purpose, the teaching team in charge of the development of the syllabus has used its deep knowledge with a theoretical-practical approach of direct application to real situations. For this purpose, it also provides case studies and numerous additional didactic material.



“

Develops efficient financial planning for the Pharmaceutical industry by implementing sound budgeting and capital optimization"

Syllabus

The academic itinerary of this Postgraduate Certificate will lead the professional to deepen in 150 teaching hours in the analysis of return on investment, economic planning, risk management and profitability in Pharmaceutical Marketing projects. In this way, the graduate will gain a precise vision to implement initiatives in this field, taking into account the most decisive financial factors.

Throughout this academic itinerary, the graduate will delve into budget planning and management, expense monitoring and control, ROI analysis, CAC and CLV management, financial performance evaluation and the consideration of financial aspects in pricing. All this will allow you to make strategic decisions and maximize the company's financial alternatives.

In addition, as a complement to the information provided, the student has access to a wide variety of multimedia materials, simulations of real situations and specialized readings. In addition, the *Relearning* methodology guarantees innovative and effective learning, which adds a plus to this first class and flexible education. An excellent opportunity to grow professionally through an academic option that facilitates access to its content from an electronic device with Internet connection and at any time of the day.

This Postgraduate Certificate is developed over 6 weeks and consists of 1 module

Module 1

Finance for the Marketing Department



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Finance in the Marketing Department of Pharmaceutical Industry in a totally online way. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

Module 1. Finance for the Marketing Department

1.1. Marketing Budget

- 1.1.1. Traditional advertising
- 1.1.2. Digital Marketing
- 1.1.3. Relationship with The Media
- 1.1.4. Public Relations

1.2. Cost and Benefit Analysis

- 1.2.1. ACE
- 1.2.2. ACU
- 1.2.3. ACB
- 1.2.4. ACM

1.3. Performance measurement

- 1.3.1. Market Share
- 1.3.2. Return Investment
- 1.3.3. Research and development
- 1.3.4. Operational efficiency

1.4. Financial Planning

- 1.4.1. Budget
- 1.4.2. Inventory Management
- 1.4.3. Risk Management
- 1.4.4. Capitalization

1.5. Financial Risk Management

- 1.5.1. Product diversification
- 1.5.2. Supply Chain Management
- 1.5.3. Financial risk hedging
- 1.5.4. Conclusions

1.6. Profitability

- 1.6.1. Production efficiency
- 1.6.2. Marketing Strategies
- 1.6.3. Geographic expansion
- 1.6.4. Conclusions

1.7. Future investments

- 1.7.1. Risk Analysis
- 1.7.2. Market opportunity
- 1.7.3. Choice of the moment
- 1.7.4. Conclusions

1.8. Financial resources of the company

- 1.8.1. Equity capital
- 1.8.2. Debt financing
- 1.8.3. Venture capital
- 1.8.4. Subsidies

1.9. Return on investment

- 1.9.1. Patents
- 1.9.2. Research
- 1.9.3. Analysis
- 1.9.4. Conclusions

1.10. Viability of new products

- 1.10.1. Efficiency and safety
- 1.10.2. Demand
- 1.10.3. Offer
- 1.10.4. Intellectual Property



“

Through the Relearning method you will acquire complex knowledge more efficiently and achieve higher performance with less effort"

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.



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

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.

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 is aimed at university graduates who have previously completed a program in the field of Business, Economics, Marketing and Pharmaceuticals.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate can may also taken by professionals who, being university graduates in any field, have two years of work experience in the field of pharmacist or of Digital Marketing



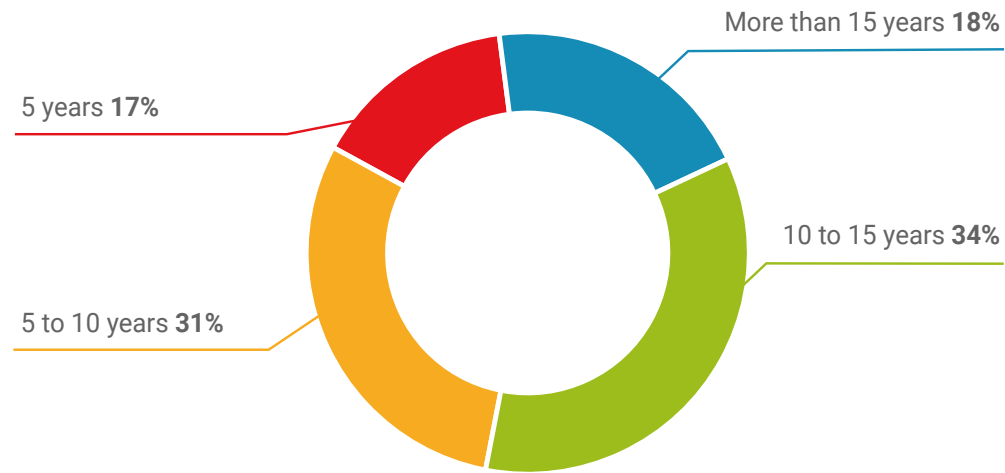
“

Manages financial risk effectively through strategies such as product diversification and supply chain management”

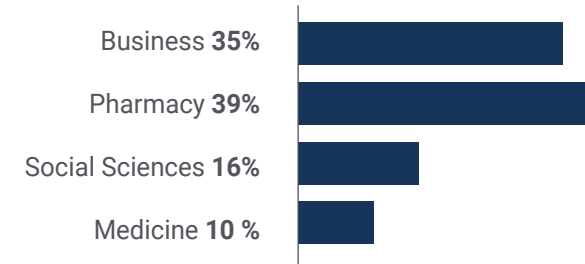
Average Age

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

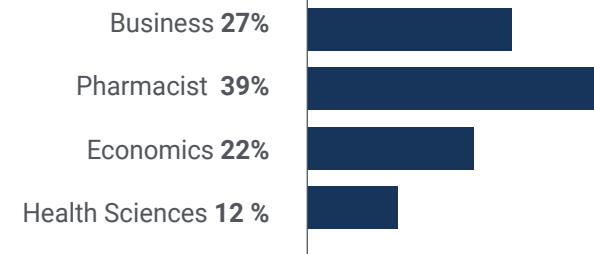
Years of Experience



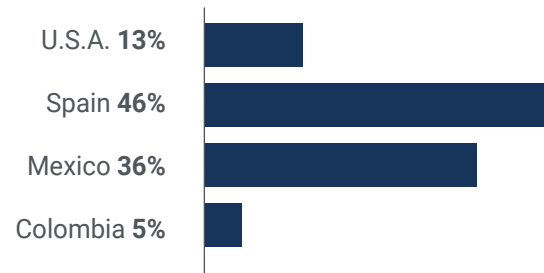
Training



Educational Profile



Geographical Distribution



Omar Forero

Financial Manager

"The Pharmaceutical Marketing sector requires a deep knowledge of economic aspects that are not usually taken into account, a priori, but which are decisive. Being up to date in this field has led me to make considerable progress in my sector and to take part in major projects"

08

Course Management

Top specialists in the world of Marketing and the Pharmaceutical Industry have been responsible for developing this TECH Postgraduate Certificate. Thanks to their deep knowledge in these sectors, the graduate will obtain a first level learning focused on providing skills and techniques of great direct application in the planning and execution of promotional projects in this sector. Likewise, thanks to its proximity, the graduate will be able to solve any doubts they may have about the content of this program.





“

TECH has brought together specialists in Pharmaceutical Marketing for you to get the most complete learning on Finance applied to this field"

Management



Mr. Calderón, Carlos

- ♦ Director of Marketing and Advertising at Industrias Farmacéuticas Puerto Galiano S.A
- ♦ Marketing and Advertising Consultant at Experiencia MKT
- ♦ Director of Marketing and Advertising at Marco Aldany
- ♦ CEO and creative director at C&C Advertising
- ♦ Director of Marketing and Advertising at Elsevier
- ♦ Creative Director at CPM Advertising and Marketing Consultants
- ♦ Advertising Technician by the CEV of Madrid



Mr. Expósito Esteban, Alejandro

- ♦ Director Digital de Innovation and Business Operation en Merck Group
- ♦ Digital and New Technologies Director at McDonalds Spain
- ♦ Director of Alliances and Channels at Microma The Service Group
- ♦ Director of After Sales Services at Pc City Spain S.A.U

Professors

Mr. 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



TECH has carefully selected the faculty for this program so that you can learn from today's top specialists"

09

Impact on Your Career

The completion of this Postgraduate Certificate will offer the professional a competitive advantage in the sector. And the fact is that the education received during the 6-week course will lead you to expand your job opportunities and take on the leadership of Pharmaceutical Marketing projects with greater guarantees. All this will allow you to detect and analyze the economic variables that may arise in a project and to provide effective solutions.





“

With this qualification you will open up new opportunities in the field of financial management of Pharmaceutical Marketing projects”

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

TECH's Postgraduate Certificate in Finance in the Marketing Department of the Pharmaceutical Industry is an intensive program that prepares you to face challenges and business decisions in business and pharmaceuticals. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

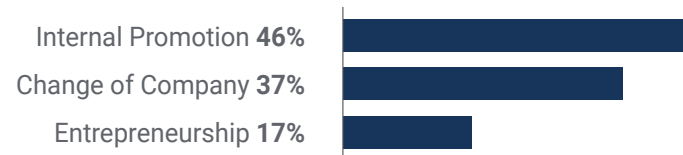
Get a solid return on investment in the financial management of marketing departments.

Increase your scope of action in Pharmaceutical Marketing thanks to TECH.

Time of change



Type of change



Salary increase

This program represents a salary increase of more than **27.19%** for our students



10

Benefits for Your Company

At the end of this course, the professional will provide the pharmaceutical company with informed financial decisions, maximize ROI, strategically manage financial resources, reduce risks and perform exhaustive financial analysis of the competition. These competencies provide organizations with great benefits, which have a direct impact on the growth and success of the company in the competitive pharmaceutical market.



“

You will bring to companies alternative financial solutions that enable strategic decision making in the Marketing department”

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

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

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

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

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

11

Certificate

This Postgraduate Certificate in Finance in the Marketing Department of the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Finance in the Marketing Department of the 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 Certificate** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Certificate in Finance in the Marketing Department of the Pharmaceutical Industry**

Official N° of Hours: **150 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.



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- » Exams: **online**

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