Postgraduate Diploma

Commercial Management in the Pharmaceutical Industry

tech technological university

Postgraduate Diploma
Commercial Management in the Pharmaceutical Industry

- » Modality: **online**
- » Duration: **6 months**
- » 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.techtitute.com/us/school-of-business/postgraduate-diploma/commercial-management-pharmaceutical-industry**

Index

01
Welcome

The pharmaceutical industry generates significant profits thanks to its products and its excellent marketing strategy. Leading commercial sales requires teams specialized in the sector, with communication skills and the ability to work as a team. Taking the lead is a task that requires professionals with high management skills. For this reason, TECH has created a 100% online degree that will lead the graduate to obtain an updated learning and increase their field of action in this field with a syllabus developed by experts. All this, with multimedia content, accessible 24 hours a day, 7 days a week, from any digital device with Internet connection.

Postgraduate Diploma in Commercial Management in the Pharmaceutical Industry
TECH Technological University

Successfully lead the commercial department in the pharmaceutical industry through this exclusive qualification that TECH has developed for you."

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 | **+200**

executives prepared each year | 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 ground-breaking 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"

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.

tech

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.

Objectives

The main objective of this program is to provide the professional with the knowledge and skills necessary to effectively lead and manage sales and marketing strategies in the pharmaceutical sector. Likewise, at the end of this academic itinerary, the graduate will have increased his or her capacity to attract new talent, develop teams and develop an effective management of employee performance. In this way, they will contribute to the growth and success of the company that carries out its activities in this field.

"With this program you will improve the effective communication necessary for all medical sales representatives with healthcare professionals"

TECH makes the goals of their students their own goals too.
Working together to achieve them.
This **Postgraduate Diploma in Commercial Management in the Pharmaceutical Industry** Will enable students to:

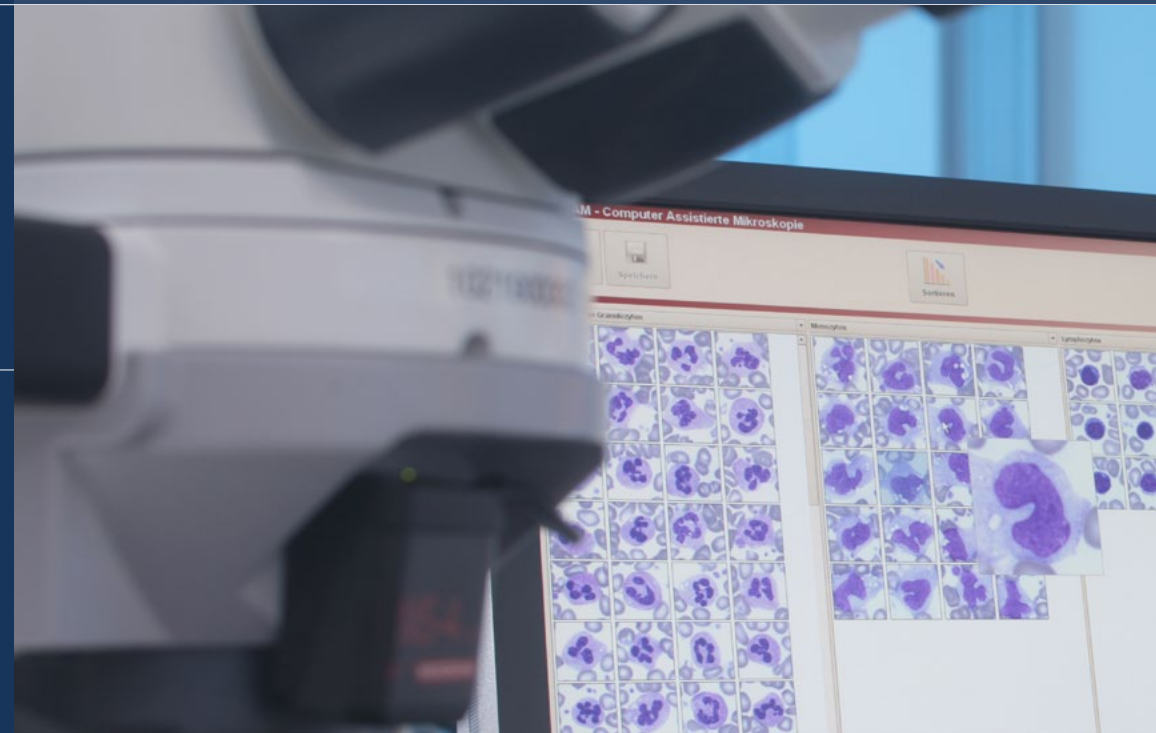**01** Acquire specialized knowledge in the Pharmaceutical Industry

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
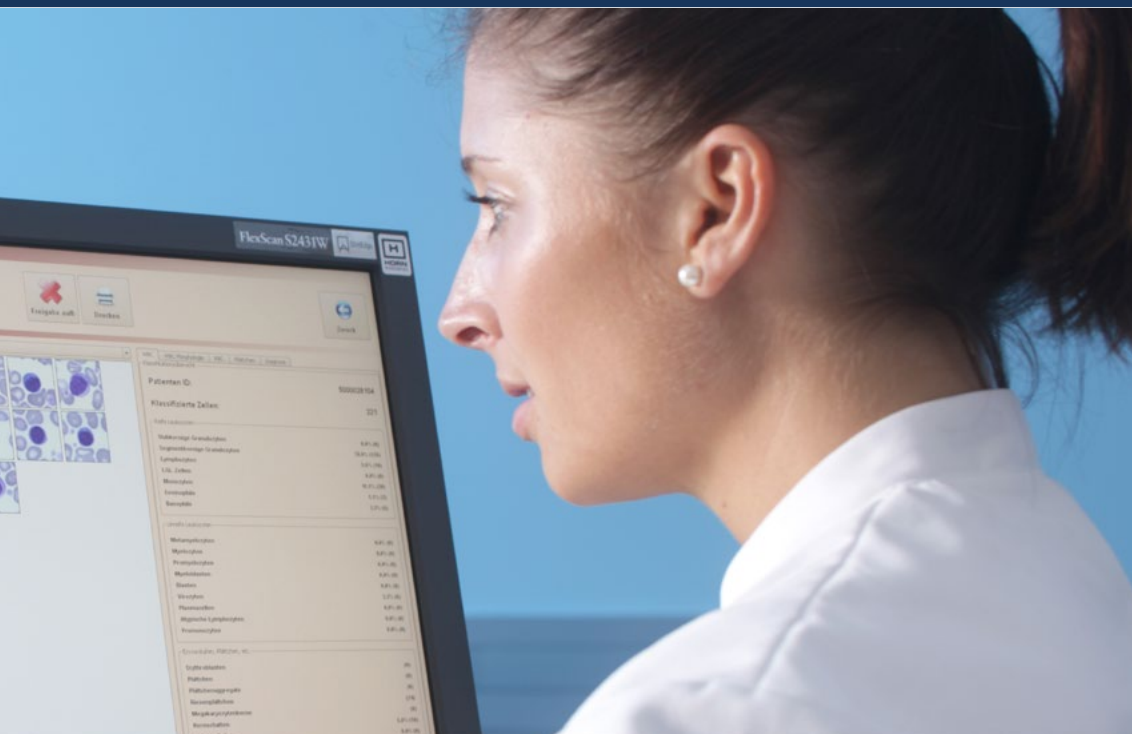
06 Understand market research concepts and methodologies

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

Structure and Content

The Postgraduate Diploma offers a syllabus that covers a wide range of relevant topics in the fields of Commercial Management the pharmaceutical industry. In this sense, it presents an innovative content that includes the sales process, leadership and management of teams in this field and the pharmaceutical market in general for this, TECH provides the most advanced pedagogical tools, in which it has used the latest technology applied to teaching.

"Keep your professional profile up to date in a dynamic way through the innovative didactic resources offered by this degree"

Syllabus

This Postgraduate Diploma offers high quality content on Commercial Management in the Pharmaceutical Industry. In this context, the graduate will be able to develop personal skills in team leadership that will be applied in the work and professional environment. In this way, the graduate will enter the pharmaceutical market, as well as clinical trials and regulatory approval. Likewise, you will gain in-depth knowledge about the manufacture and marketing of medicines.

Likewise, thanks to the *Relearning* method, students will not have to invest long hours in studying and memorizing, since the continuous repetition of the content will lead them to obtain a much more solid learning.

In addition to all this, the online methodology provides greater flexibility for self-management of the time needed to access the program and allows the professional to reconcile their daily activities with a quality university proposal.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1	The sales process in the Pharmaceutical industry
Module 2	Leadership and team management in the Pharmaceutical
Module 3	Industry Pharmaceutical Industry

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Commercial Management in Pharmacist Industries completely online. Throughout the 6 months of specialization, they will be able to access all the contents on the program at any time, allowing them 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. The sales process in the Pharmaceutical industry

1.1. Commercial Department Structure
1.1.1. Hierarchical Structure
1.1.2. Organizational Design
1.1.3. Responsibility of the Sales Department
1.1.4. Talent Management

1.2. Medical Visit
1.2.1. Responsibilities of medical sales representative
1.2.2. Ethics of health visitor
1.2.3. Effective Communication
1.2.4. Product knowledge

1.3. Point-of-sale promotional actions
1.3.1. Objectives of actions
1.3.2. Visual *Merchandising*
1.3.3. Material management
1.3.4. Impact assessment

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

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

1.6. Loyalty Strategies
1.6.1. Loyalty program
1.6.2. Personalized customer service
1.6.3. Follow-up programs
1.6.4. Therapeutic compliance programs

1.7. Customer tracking
1.7.1. Customer tracking tools
1.7.2. Satisfaction
1.7.3. Communication Techniques
1.7.4. Use of data

1.8. Sales Cycle Analysis
1.8.1. Data interpretation
1.8.2. Cycle analysis
1.8.3. Sales cycle planning
1.8.4. Sales Cycle Management

1.9. Sales performance evaluation
1.9.1. KPI Performance Indicators
1.9.2. Efficiency Analysis
1.9.3. Productivity Assessment
1.9.4. Evaluation of product profitability

1.10. Technological tools for sales
1.10.1. Customer Relationship Management (CRM)
1.10.2. Sales Force Automation
1.10.3. Optimization of routes
1.10.4. eCommerce Platforms

Module 2. Leadership and team management in the Pharmaceutical Industry

2.1. Leadership in the Pharmaceutical industry
2.1.1. Leadership trends and challenges
2.1.2. Transformational Leadership
2.1.3. Leadership in Risk Management
2.1.4. Leadership in Continuous Improvement

2.2. Talent Management
2.2.1. Recruitment strategies
2.2.2. Profile development
2.2.3. Succession planning
2.2.4. Talent Retention

2.3. Team development and training
2.3.1. GMP Good Manufacturing Practices
2.3.2. Technical skills development
2.3.3. Safety training
2.3.4. R&D development

2.4. Internal communication strategies
2.4.1. Development of an open communication culture
2.4.2. Communication of objectives and strategies
2.4.3. Communication of organizational changes
2.4.4. Communication of policies and procedures

2.5. Performance Management
2.5.1. Establishment of clear goals and objectives
2.5.2. Definition of Performance Indicators
2.5.3. Continuous Feedback
2.5.4. Performance Evaluation

2.6. Change Management
2.6.1. Diagnosis of the need for change
2.6.2. Effective communication of change
2.6.3. Creating a sense of urgency
2.6.4. Identification of change leaders

2.7. Quality Management
2.7.1. Definition of quality standards
2.7.2. Implement of quality management system
2.7.3. Quality Control in Production
2.7.4. Supplier Management

2.8. Management of the marketing Budget
2.8.1. Strategic Marketing Planning
2.8.2. Establishment of the total marketing budget
2.8.3. Budget distribution by marketing channels
2.8.4. Investment Return Analysis (ROI)

2.9. Planning and execution of marketing campaigns
2.9.1. Market and target audience analysis
2.9.2. Establishment of campaign objectives
2.9.3. Marketing strategy development
2.9.4. Marketing channel selection

2.10. Market news update
2.10.1. Market trend analysis
2.10.2. Competitor monitoring
2.10.3. Follow-up on new developments in the sector
2.10.4. Participation in events and conferences

Module 3. Pharmaceutical Industry

3.1. Pharmaceutical market
3.1.1. Pharmaceutical market structure
3.1.2. Pharmaceutical market players
3.1.3. Pharmaceutical market fundamentals
3.1.4. Pharmaceutical market development

3.2. Types of Products
3.2.1. Oral drugs
3.2.2. Injectable drugs
3.2.3. Topical Drugs
3.2.4. Inhaled drugs

3.3. Clinical Trials and Regulatory Approvals
3.3.1. Clinical Trial Design
3.3.2. Education of Clinical Trials
3.3.3. Selections participating in clinical trial
3.3.4. Methodology of clinical trials

3.4. Supply Chain
3.4.1. Information Systems in Supply Chain
3.4.2. Supply Chain Technology
3.4.3. Cold chain management
3.4.4. Transport and Logistics Management

3.5. Drugs Dispensing
3.5.1. Distribution Channels
3.5.2. Inventory Management
3.5.3. Order Management
3.5.4. Risk Management.

3.6. Marketing
3.6.1. Marketing fundamentals
3.6.2. Competitive Analysis
3.6.3. Positioning
3.6.4. Health Professionals

3.7. Technological innovations in the pharmaceutical industry
3.7.1. Disruptive Technologies
3.7.2. Artificial Intelligence
3.7.3. Big Data
3.7.4. Bioinformatics

3.8. Price
3.8.1. Cost Analysis
3.8.2. Pricing strategies
3.8.3. Pricing Policies
3.8.4. Differential pricing

3.9. Drug manufacturing
3.9.1. Good Manufacturing Practices
3.9.2. Manufacture Process
3.9.3. Sterilization techniques
3.9.4. Process validation

3.10. Quality control of medicines
3.10.1. Good Laboratory Practices
3.10.2. Methods of Analysis Physicochemical
3.10.3. Analytical Method
3.10.4. Microbiological Analysis
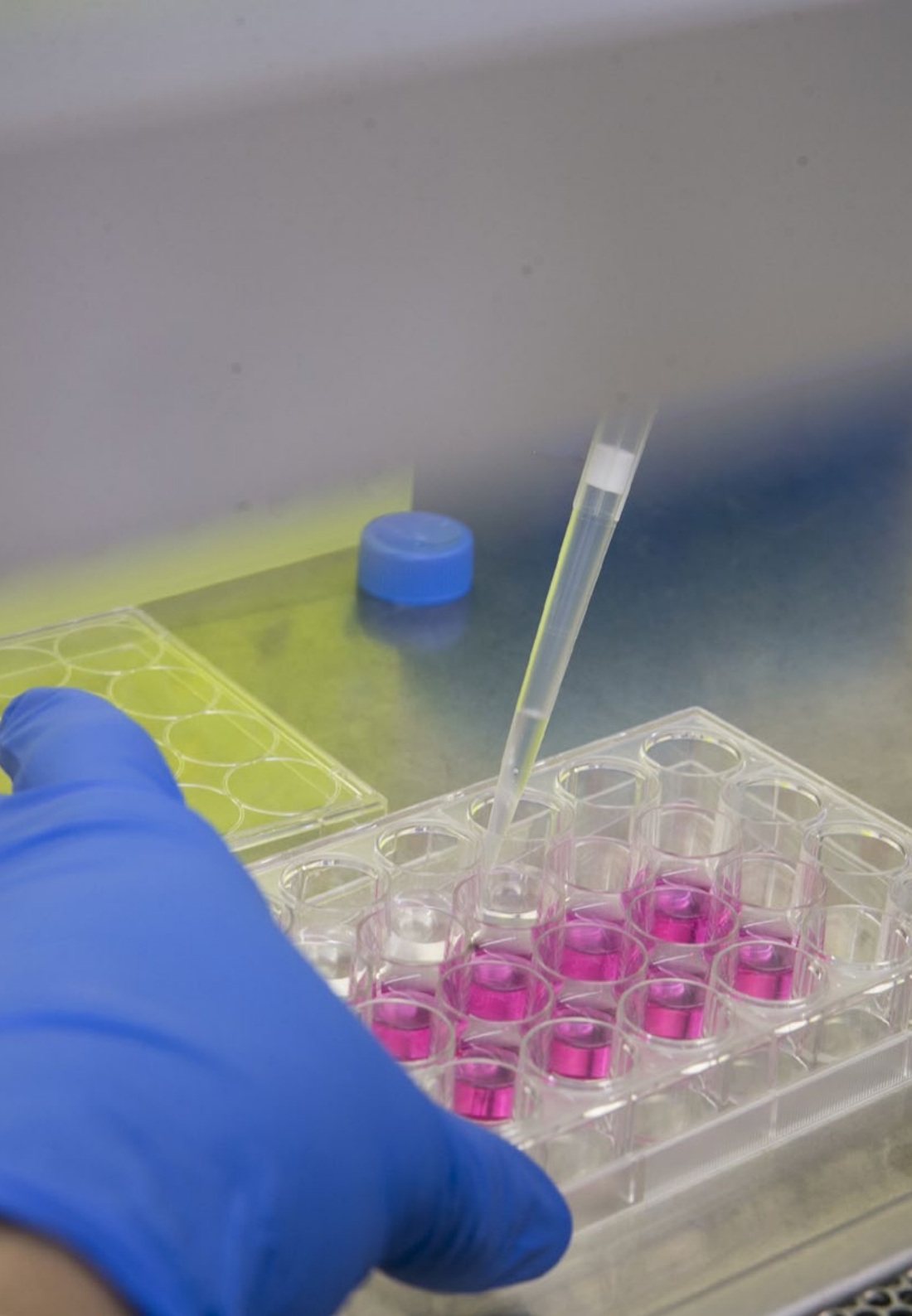
With this Postgraduate Diploma you will have greater freedom to update your knowledge at your own pace"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

The Postgraduate Diploma's is aimed at university graduates who have previously completed a degree in the field of Engineering, Economy, Marketing and the pharmaceutical sector.

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

The Postgraduate Diploma 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
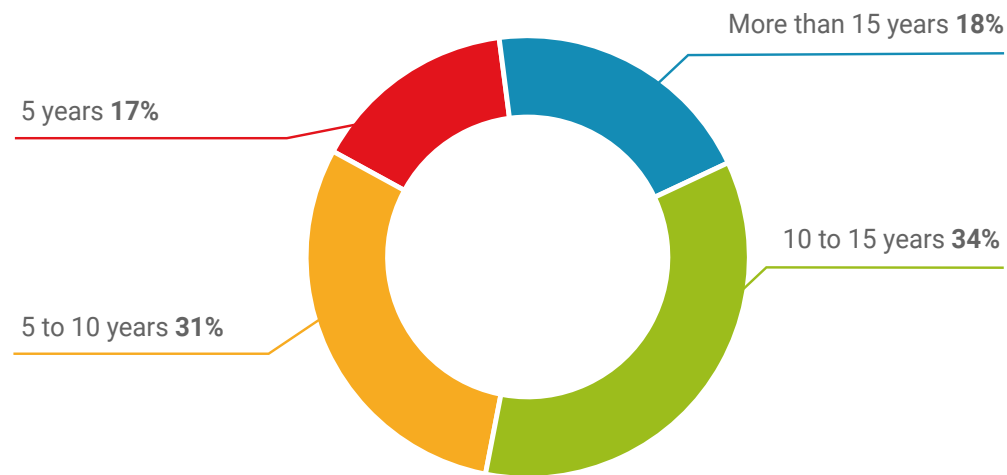
"

Boost your verbal, non-verbal and written communication skills in the context of sales in just 6 months"

Average Age

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

Years of Experience

More than 15 years **18%**

5 years **17%**

10 to 15 years **34%**

5 to 10 years **31%**

Training

Business **35%**

Pharmacy **39%**

Social Sciences **16%**

Medicine **10%**

Academic Profile

Business **27%**

Pharmacist **39%**

Economics **22%**

Health Sciences **12%**
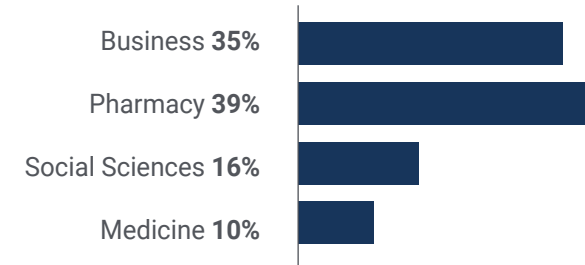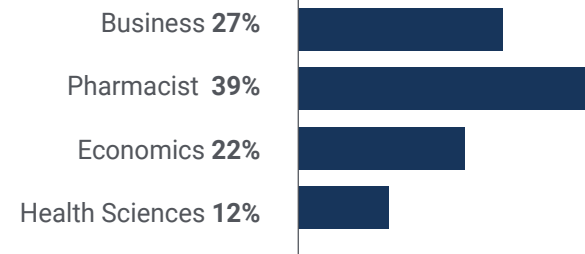
Geographical Distribution

U.S. A. **13%**

Spain **46%**

Mexico **36%**

Colombia **5%**
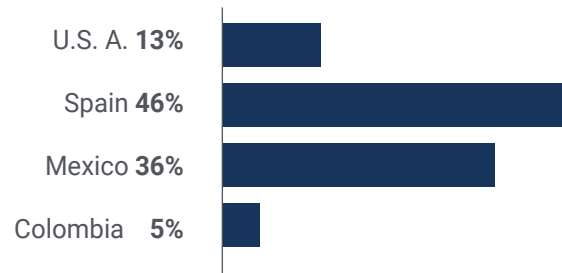
Jacqueline Pérez

Pharmaceutical Publicist

"The program provided me with a unique combination of scientific knowledge, business skills and understanding of regulatory issues in the pharmaceutical industry. The professors are recognized experts and the practical approach they put into the program allowed me to apply the concepts learned to real situations."

Course Management

In order to provide an education based on excellence, TECH has incorporated to this program an outstanding teaching staff. This will guarantee students the possibility of obtaining a first class learning through recognized specialists, with a vast experience in the fields of the pharmaceutical industry, business and Digital Marketing. In this way, the graduate will progress in their professional career and increase the success of their teams.

" *You will master the art of the sales process for the pharmaceutical sector from real experts in Marketing".*

Management

D. 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 McDonals Spain
- Director of Alliances and Channels at Microma The Service Group
- Director of After Sales Services at Pc City Spain S.A.U

Professors

D. Rivera Madrigal, Víctor

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

D. Puerto Peña, Gustavo

- CEO 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

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)

09
Impact on Your Career

The graduate who completes this Postgraduate Diploma will obtain the techniques, tools and strategies necessary to excel as a commercial director in the pharmaceutical industry. All this, in only 6 months and helped by a program prepared by great specialists and a theoretical-practical approach of great utility for their daily performance. In this way, you will be able to distinguish yourself from the rest of the competitors and assume with guarantees positions of high responsibility in a highly competitive sector.

"

Take a leap in your professional career thanks to this Postgraduate Diploma in Commercial Management in the Pharmaceutical Industry"

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

The Postgraduate Diploma in Commercial Management in Pharmaceutical Industry from TECH is an intensive program that prepares you to face challenges and business decisions in the field of 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.

You will be able to boost your professional career in the pharmaceutical sector thanks to this TECH program.

Achieve maximum success in your commercial activities for the pharmaceutical industry by mastering strategic planning.

When the change occurs

During the program	During the first year	After 2 years
12%	**64%**	**24%**

Type of change

Internal Promotion **46%**

Change of Company **37%**

Entrepreneurship **17%**
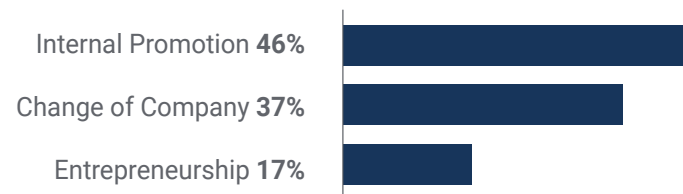
Salary increase

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

| Salary before **€57,000** | A salary increase of **27.19%** | Salary after **€72,500** |

10

Benefits for Your Company

The professional who completes this program will be able to offer the company all his or her experience, specific knowledge and ability to develop effective commercial strategies. In this sense, the organization will have in its team a specialist who will allow it to expand its business and consolidate its client portfolio more easily. A quid pro quo whose main goal is to achieve success in the pharmaceutical industry.

Implement the latest technological tools to improve your pharmaceutical company's sales"

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.

tech

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

The Postgraduate Diploma in Commercial Management in 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.

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

This **Postgraduate Diploma in Commercial Management in 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Commercial Management in the Pharmaceutical Industry**
Official Nº of Hours: **450 h.**

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Awards the following

DIPLOMA
to

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

POSTGRADUATE DIPLOMA
in

Commercial Management in the Pharmaceutical Industry

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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Postgraduate Diploma
Commercial Management in the Pharmaceutical Industry

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

Postgraduate Diploma
Commercial Management in the Pharmaceutical Industry

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