

Postgraduate Diploma

Digital Marketing in Pharma Biotech





Postgraduate Diploma Digital Marketing in Pharma Biotech

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-digital-marketing-pharma-biotech

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01

Welcome

Digital marketing in the pharmaceutical and biotechnology sector has become a fundamental tool for companies in this industry. It combines traditional marketing strategies and techniques with the use of digital platforms and information technologies to promote products and services. For this reason, the business professional must be at the forefront of a fundamental field in communicating with healthcare professionals, patients and other key industry players. Consistent with this need, TECH has created a 100% online program that offers maximum flexibility, allowing the student to combine an elite education with other aspects of personal and work life without interruption.



Postgraduate Diploma in Digital Marketing in Pharma Biotech
TECH Technological University



“

Do not miss the opportunity to boost your career in the field of Digital Marketing in Pharma Biotech and achieve professional success, thanks to this Postgraduate Diploma that only TECH offers you"

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 program aims to provide the professional with the digital knowledge and skills required in the pharmaceutical and biotechnology industry. In this way, you will be able to promote products, establish strong relationships with healthcare professionals, educate patients and comply with industry regulations in order to achieve growth and success in this very specific sector.



“

You will learn about business ethics and corporate social responsibility and contribute to the sustainable development of the pharmaceutical industry”

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

The Postgraduate Diploma in Digital Marketing in Pharma Biotech will prepare the student to:

01

Acquire knowledge about the history of strategic Management

02

Categorize the different definitions over time

03

Assess financial efficiency

04

Optimize working capital management



05

Understand the different types of health care systems, such as public, private/private insurance, and private health care

06

Assess unmet patient needs and chronicity management

07

Understand what Market Access is and how the need for this function arises in the pharmaceutical industry

08

Know the structure, organization and functions of the National Health System



09

Delve into the steps involved in planning the market access of a new drug

10

Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors

11

Know the capabilities and ethics of the Coach

12

Understand the essence of coaching and its focus on learning



13

Acquire basic knowledge of the fundamental concepts of leadership and their application in the pharmaceutical industry

14

Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models

15

Achieve an effective tool to achieve results

16

Define unique and differentiated value propositions



05

Structure and Content

The syllabus of this program includes the most relevant concepts of the industry, which will be indispensable for students in their learning process. It will cover the fundamentals and applications of Marketing in the pharmaceutical sector. In addition, participants will be provided with the skills and knowledge necessary to develop effective sales and marketing strategies in this highly competitive industry. Moreover, this program will provide an integral vision of strategic management in the pharmaceutical and biotechnology industry.



“

You will discover how to analyze and leverage your company's internal resources and competencies to gain competitive advantages over other companies"

Syllabus

Thinking about the current demand for professionals in the business field who wish to broaden their professional horizons, TECH, has developed a Postgraduate Diploma in Digital Marketing in Pharma Biotech. With the purpose of providing the expert with all the educational resources to become a reference in this field. In this way, concepts such as segmentation, positioning and targeting will be explored, along with market research. In addition, tools will be provided to identify market opportunities, set business objectives, implement sales tactics, and assess performance and profitability.

Furthermore, the business environment will be examined, including VUCA, PESTEL analysis and Porter's 5 Forces. The 4Ps of the marketing mix in the pharmaceutical context will also be analyzed, as well as brand management, neuromarketing and effective communication. On the other hand, internal aspects such as the value chain, resources and competencies will be addressed. As well as business unit strategies and corporate strategy, along with diversification and internationalization strategy.

In this context, an educational proposal is presented in a 100% online format. Under these conditions, the student will have access to an extensive virtual library of educational materials, such as specialized readings and interactive summaries, which will facilitate the learning process. In this way, the participant will be guaranteed easy access from any electronic device with an Internet connection.

In this way, the syllabus will be adjusted to the student's individual and collective professional goals, encouraging them to achieve excellence in the pharmaceutical and biotechnology industry. In addition, innovative content based on the latest trends will be provided, which, together with the Relearning method, will allow complex concepts to be understood in less time and in a more efficient manner.

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

Module 1

Marketing in Pharma Biotech

Module 2

The Business Plan in The Territory

Module 3

Strategic Management in the Pharmaceutical and Biotechnology Industry



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Digital Marketing in Pharma Biotech completely online. 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. Marketing in Pharma Biotech

1.1. Omnichannel, Impacts and Engagement

- 1.2.1. Impact Marketing
- 1.2.2. General Channels and Social Networks
- 1.2.3. *Community Management:*
- 1.2.4. E-detailing and CRM in The Digital Environment
- 1.2.5. Programmed Advertising
- 1.2.6. Analytics and Business Indicators

1.2. Segmentation, Positioning and Targeting

- 1.2.1. Segmentation
- 1.2.2. The Positioning Map
- 1.2.3. Targeting
- 1.2.4. Conclusions

1.3. Management

- 1.3.1. The Marketing System
- 1.3.2. Obtaining Information
- 1.3.3. Research Process
- 1.3.4. Conclusions

1.4. Brand Management and Neuromarketing

- 1.4.1. Branding
- 1.4.2. Branding Types
- 1.4.3. Neuromarketing and Its Application in The Pharmaceutical Industry
- 1.4.4. Conclusions

1.5. Digital Marketing Plan

- 1.5.1. Integrating Digital Marketing into the Global Marketing Strategy
- 1.5.2. Community Manager
- 1.5.3. Digital Marketing Plan
- 1.5.4. Target Audience

1.6. E-Commerce

- 1.6.1. The Conversion Cycle
- 1.6.2. E-Commerce Promotion
- 1.6.3. Metrics
- 1.6.4. e-Commerce Platforms

1.7. Digital Strategies

- 1.7.1. Social Media Communication Strategies Content Co-Creation
- 1.7.2. Content Marketing and Influencers
- 1.7.3. Digital Marketing to Support Leadership of The Therapeutic Area
- 1.7.4. Patients' Association

1.8. Digital Program Design

- 1.8.1. Definition of Objectives
- 1.8.2. Brand Strategy Support Programs: Disease Awareness, Switching and Engagement
- 1.8.3. Digital Marketing and The Sales Network
- 1.8.4. Target

1.9. Data Analytics and Artificial Intelligence

- 1.9.1. Big Data Applications in the Pharmaceutical Industry
- 1.9.2. Artificial Intelligence Tools as Diagnostic Support
- 1.9.3. Artificial Intelligence Tools to Support Patient Management
- 1.9.4. Latest News

1.10. Other Technology

- 1.10.1. Electronic Records and Data Collection of Information
- 1.10.2. Web 3 and New Trends in The Token Economy Impact on Pharmaceutical Industry
- 1.10.3. Virtual, Augmented and Mixed Reality
- 1.10.4. Metaverse

Module 2. The Business Plan in The Territory

2.1. Business Plans

- 2.1.1. What is a Business Plan?
- 2.1.2. Purpose and Objectives of Business Plans
- 2.1.3. Why Is It Important to Make a Business Plan?
- 2.1.4. When Should We Make a Business Plan?

2.2. Pharmaceutical Industry Context

- 2.2.1. Structural Situation of The Pharmaceutical Industry
- 2.2.2. Key People and Departments in The Development of a Plan of Action
- 2.2.3. General Management
 - 2.2.3.1. Sales Management
 - 2.2.3.2. Marketing Department
 - 2.2.3.3. Medical Department
 - 2.2.3.4. Financial Department
 - 2.2.3.5. Regulatory Department
- 2.2.4. Current Challenges Facing The Pharmaceutical Industry

2.3. Stages for Defining a Business Plan

- 2.3.1. Define Objectives
- 2.3.2. Product Description: Key Attributes
- 2.3.3. What Information Do I Need to Make a Plan?
- 2.3.4. Alignment with Strategy
- 2.3.5. Define Timings
- 2.3.6. Define Resources
- 2.3.7. Establish Results

2.4. Business and Marketing Plan

- 2.4.1. Business Resources to Set Up a Plan
- 2.4.2. Choice of the Plan According to Our Objective
- 2.4.3. Marketing Strategy: Alignment
- 2.4.4. Marketing Resources as Leverage

2.5. Customer Analysis

- 2.5.1. Customer Relationship Management
- 2.5.2. Identify Customer Needs
- 2.5.3. Communication With Client
- 2.5.4. Conclusions

2.6. Competitive Analysis

- 2.6.1. Market Segmentation
- 2.6.2. Competitive Analysis of Your Product
- 2.6.3. Commercial Strategies vs. The Competition
- 2.6.4. Expansion Plans
- 2.6.5. Defense Plans

2.7. Economic Analysis of The Business Plan

- 2.7.1. Estimation of Costs and Objectives
- 2.7.2. Investment Sources and Strategies
- 2.7.3. Financial Risk Analysis
- 2.7.4. Return on Investment Assessment

2.8. Implementation and Follow-Up of the Business Plan

- 2.8.1. Business Plan Agenda
- 2.8.2. Process Monitoring and Review Mechanisms According to Evolution
- 2.8.3. KPI: Objective Performance Indicators
- 2.8.4. Conclusions

2.9. Final Analysis of The Business Plan

- 2.9.2. Compliance with Deadlines
- 2.9.3. Analysis of Results
- 2.9.4. Budget Analysis

2.10. Pharma Biotech Marketing Plan

- 2.10.1. Market Analysis
- 2.10.2. Competition
- 2.10.3. Target Audience
- 2.10.4. Brand Positioning

Module 3. Strategic Management in the Pharmaceutical and Biotechnology Industry

3.1. Market Entry Strategies

- 3.1.1. Market Research
- 3.1.2. Strategic Partners
- 3.1.3. Most Used Strategies
- 3.1.4. Monitoring and Adaptation

3.2. Strategic Management in the Pharmaceutical Company

- 3.2.1. Strategic Management Levels
- 3.2.2. Innovation
- 3.2.3. Portfolio
- 3.2.4. Acquisition

3.3. Value Creation in the Company

- 3.3.1. 6 Types of Value Generation in the Company
- 3.3.2. Performance in the Company
- 3.3.3. Sector Examples
- 3.3.4. Conclusions

3.4. The Environment of the Pharmaceutical and Biotechnology Company

- 3.4.1. VUCA Environment
- 3.4.2. PESTEL Analysis
- 3.4.3. Porter's 5 Forces Analysis
- 3.4.4. DAFO Analysis

3.5. Internal Analysis

- 3.5.1. Value Chain Analysis
- 3.5.2. Resources and Competencies Analysis
- 3.5.3. VRIO Analysis
- 3.5.4. Conclusions

3.6. Strategic Business Unit Strategies

- 3.6.1. The Strategic Business Unit
- 3.6.2. The Competitive Advantage
- 3.6.3. Types of Strategies According to their Competitive Advantage
- 3.6.4. Conclusions

3.7. Corporate Strategy and Diversification

- 3.7.1. Corporate Strategy
- 3.7.2. Business Portfolio Strategy
- 3.7.3. Growth Strategy
- 3.7.4. Most Used Strategies

3.8. Internationalization Strategy

- 3.8.1. International Strategy of a Company
- 3.8.2. The Globalization of the Economy
- 3.8.3. Internationalization Risks
- 3.8.4. Internationalization Benefits

3.9. Strategic Alliances, Takeovers and Mergers

- 3.9.1. External Growth Strategy vs. Internal Growth
- 3.9.2. Pharmaceutical Industry Alliances
- 3.9.3. Sector Mergers
- 3.9.4. Sector Acquisitions

3.10. Ethics and Corporate Social Responsibility

- 3.10.1. Business Ethics
- 3.10.2. Environmental Sustainability
- 3.10.3. Social Responsibility
- 3.10.4. Sustainable Ecology



“

You will develop a Pharma Biotech Marketing Plan and see its impact on the pharmaceutical and biotech industry”

05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

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

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 Diploma is aimed at Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the following programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the medical or pharmaceutical field.





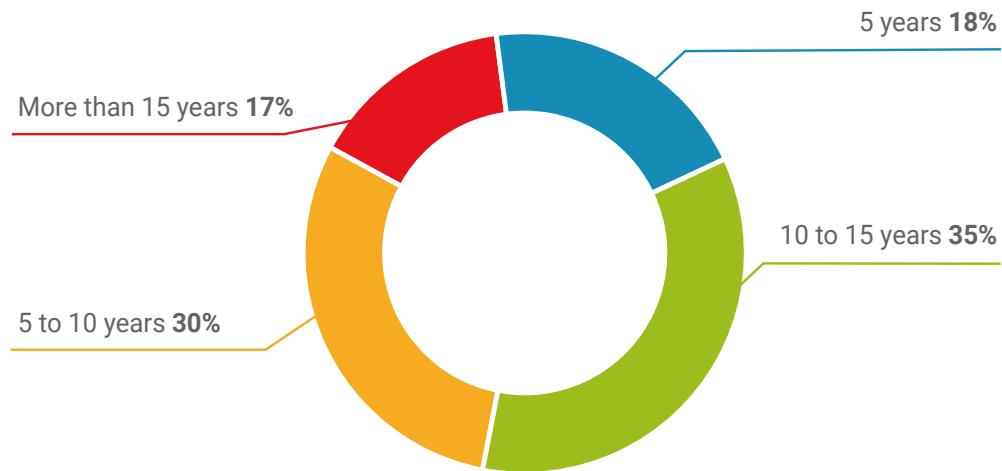
“

A plan of studies tailored to your needs and designed under the most effective pedagogical methodology, Relearning”

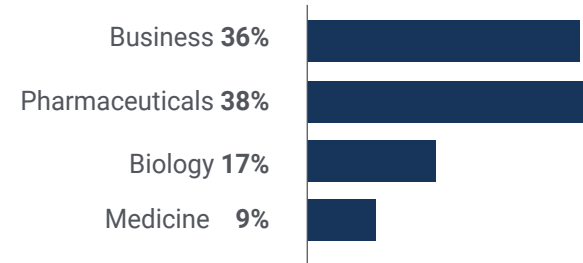
Average Age

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

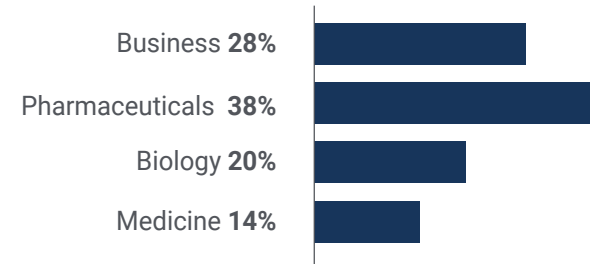
Years of Experience



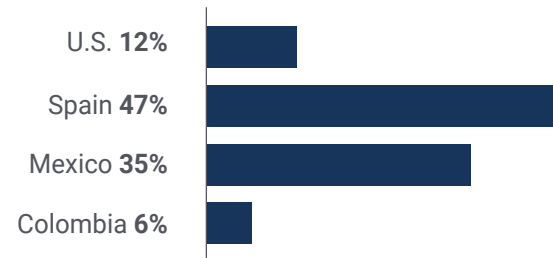
Training



Academic Profile



Geographical Distribution



Pedro Ramírez

Pharmaceutical Manager

"The program offered me numerous opportunities to grow personally and expand my network professionally. Thanks to it, I was able to learn about and participate in research projects, conferences and events that allowed me to meet industry professionals and establish valuable relationships"

08

Course Management

The program benefits from a distinguished faculty that will offer classes with a cutting-edge educational forefront perspective. This will ensure that students acquire knowledge from recognized specialists, with extensive experience in the fields of Pharmaceutical Industry, Medicine and Business. In this way, participants can be assured of obtaining an excellent quality program, which will motivate them to stand out and advance rapidly in their professional careers. In addition, the excellence of the faculty, who are renowned experts in their respective areas of specialization, is highlighted.



“

You will have the most prestigious teacher and the most complete syllabus in the market with which you will master corporate strategy, diversification and internationalization to expand the reach of your business"

Management



Mr. Cardenal Otero, César

- ♦ Pharmabiomedical Executive at Amgen
- ♦ Author of the book " Personal Brand Communication through Social Networks by Professionals in the Health Sector".
- ♦ Degree in Marketing from *Prifysgol Cymru University* in Wales.
- ♦ Distinguished grade in the Inspiring Leadership through Emotional Intelligence course at Case Western Reserve University.
- ♦ Postgraduate Degree in Management and Health of the Pharmaceutical Industry of the European University
- ♦ Master's Degree in SME Administration from the Polytechnic School of Management
- ♦ Specialization in Social Media Marketing from Northwestern University.
- ♦ Postgraduate Diploma in International Trade and Transport, University of Cantabria, Spain.
- ♦ Postgraduate Certificate in Business Administration from the University of Cantabria.

Professors

Mr. Rojas Palacio, Fernando

- ♦ Founder and CEO of Navandu Technologies
- ♦ Founder of Brigital Health, an international consulting firm.
- ♦ Expert in Big Data and Social Network Analysis by the MIT.
- ♦ Senior Business Management Program by Institute of Business and Chicago Booth School of Business
- ♦ MSc in Telecommunication Engineering from the Polytechnic University of Madrid
- ♦ Professor associated with academic programs in his specialty

Mr. Ribas Guardiola, Xavi

- ♦ Product Manager at AMGEN
- ♦ Pharma and Biotech Pharmacist
- ♦ Product Specialist at Celgene
- ♦ Degree in Pharmacy from the University of Barcelona
- ♦ Postgraduate Degree in Management and Health of the Pharmaceutical Industry of the European University
- ♦ University Course in Administration, Organization and Management of Health Services at the European University



09

Impact on Your Career

The graduates of this program will have a positive benefit in their professional careers. This is because job opportunities will be generated in pharmaceutical companies, biotechnology organizations, regulatory bodies, research centers and other industry-related institutions. Furthermore, graduates will be equipped with the necessary competencies to assume key functions in areas such as marketing and development of commercial and communication strategies.





“

You will learn about market entry strategies and the keys to establishing successful strategic alliances in the digital environment”

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

TECH's Postgraduate Diploma in Digital Marketing in Pharma Biotech is an intensive program that prepares you to face challenges and business decisions in the medical and pharmaceutical field. 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.

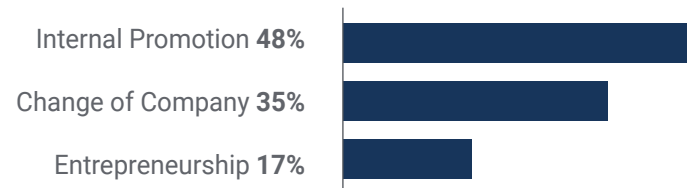
You will analyze the market and identify customer needs to stand out in the industry.

You will define objectives and align strategies to achieve the desired growth and profitability, thanks to this program.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The graduate of this program will bring to the company an increase in its online visibility, generate more interesting leads and conversions. In addition, it will improve customer engagement and loyalty, track and analyze results, and keep up-to-date with the latest trends. These advantages will contribute to the company's growth and success in today's digital environment.



“

Thanks to TECH, you will become an expert in the pharmaceutical and biotechnology industry and take advantage of the new job opportunities that this field will have for you"

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

The Postgraduate Diploma in Digital Marketing in Pharma Biotech guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification 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 Digital Marketing in Pharma Biotech** 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 Digital Marketing in Pharma Biotech**

Official N° of Hours: **450 h.**



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



Postgraduate Diploma Digital Marketing in Pharma Biotech

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

Postgraduate Diploma

Digital Marketing in Pharma Biotech