

# Postgraduate Diploma

## Marketing Strategies Applied to the Pharmaceutical Industry



## Postgraduate Diploma Marketing Strategies Applied to the Pharmaceutical Industry

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » 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-diploma/postgraduate-diploma-marketing-strategies-applied-pharmaceutical-industry](http://www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-strategies-applied-pharmaceutical-industry)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 20*

06

Methodology

---

*p. 28*

07

Our Students' Profiles

---

*p. 36*

08

Course Management

---

*p. 40*

09

Impact on Your Career

---

*p. 44*

10

Benefits for Your Company

---

*p. 48*

11

Certificate

---

*p. 52*

# 01 Welcome

One of the main benefits of the correct implementation of marketing strategies in the pharmaceutical industry is its ability to generate demand, increase sales and enhance the company's reputation. Achieving these objectives requires a mastery of the market, the consumer, as well as the different existing channels for launching campaigns. In this sense, it is essential for professionals in this area to be at the forefront of the methods used for planning and implementing effective promotion and marketing actions. For this reason, TECH has created this 100% online program that offers the possibility of accessing its content at any time of the day and from an electronic device with an Internet connection.



Postgraduate Diploma in Marketing Strategies Applied to the Pharmaceutical Industry  
TECH Technological University



“

*Thanks to this TECH qualification you will be able to effectively implement marketing strategies in the pharmaceutical industry”*

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

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning 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

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



### 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

The main purpose of this program is to provide the professional with the knowledge and tools required in a field of great importance such as marketing applied to the pharmaceutical industry. In this sense, students will understand the particularities of this sector, as well as the most effective strategies to show products to medical professionals and consumers.



“

*Reach new markets in the pharmaceutical sector, increase your sales levels and build customer loyalty. All this thanks to this 100% online program”*

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

The **Postgraduate Diploma in Marketing Strategies Applied to the Pharmaceutical Industry** will train students to:

01

Acquire specialized knowledge in the  
Pharmaceutical Industry

02

Deepen your knowledge of the  
Pharmaceutical Industry

03

Delve into the latest developments  
in the Pharmaceutical Industry

04

Understand the structure and operation of 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

The Postgraduate Diploma offers a syllabus that covers a wide range of relevant topics in the fields of Marketing and the pharmaceutical industry. In this sense, this academic course will allow the graduate to be up to date with the most advanced and current strategies applied to this sector. All this, in only 6 months and with the best didactic material, in which TECH has used the most advanced technology in the field of teaching.



“

*Expand your expertise in the field of over-the-counter (OTC) marketing, consumer care in as little as 6 months”*

## Syllabus

This program provides excellent content that addresses different facets associated with Marketing tactics applicable to the Pharmaceutical sector. In this context, the development of personal skills in the management of strategic marketing plans will be promoted.

Therefore, the graduate will have at their disposal a program that will allow them to develop successfully in this highly competitive industry. To this end, they will delve into the marketing of hospital and generic products, the doctor-patient relationship and market access. You will also delve into advertising campaigns, technological influence and social responsibility.

For this, TECH provides numerous didactic material based on video summaries of each topic, videos in detail, specialized readings and case studies to which you will have access 24 hours a day, 7 days a week. Likewise, thanks to the *Relearning* method, the graduate will reduce the long hours of study and will focus his attention on the most important concepts.

The graduate will have a magnificent opportunity to increase his or her field of action in this sector, thanks to a flexible academic proposal. This program will enable them to reconcile their daily responsibilities with learning at the highest level.

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

### Module 1

Pharmacist Marketing Plan

### Module 2

Marketing Management Applied to the Pharmaceutical Industry

### Module 3

The consumer



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

TECH offers the possibility of developing this Postgraduate Diploma in Marketing Strategies Applied to the Pharmaceutical Industry in a totally online way. Throughout the 6 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Pharmacist Marketing Plan**

**1.1. Basics of Pharmacist Marketing Plan**

- 1.1.1. Analysis of the environment
- 1.1.2. Opportunities
- 1.1.3. Threats
- 1.1.4. Implementation

**1.2. Marketing plan objectives**

- 1.2.1. SMART Objectives
- 1.2.2. Market penetration objectives
- 1.2.3. Sales growth targets
- 1.2.4. Customer Loyalty Objective

**1.3. The general strategy of marketing plan**

- 1.3.1. Vision definition
- 1.3.2. Objectives setting
- 1.3.3. Marketing Plan Tools
- 1.3.4. Conclusions

**1.4. OTC Marketing**

- 1.4.1. Analysis of OTC products market
- 1.4.2. Develop the Strategy
- 1.4.3. Packaging design
- 1.4.4. Expansion strategy development

**1.5. Marketing of consumer care**

- 1.5.1. Branding
- 1.5.2. Digital Marketing
- 1.5.3. Definition of key strategies
- 1.5.4. Conclusions

**1.6. Medical Marketing**

- 1.6.1. Specific needs
- 1.6.2. Public Relations
- 1.6.3. Medical conference management
- 1.6.4. Strategies for clinics

**1.7. Marketing of nutritional components**

- 1.7.1. Performance measurement
- 1.7.2. Nutritional Marketing Trends
- 1.7.3. Nutritional Marketing Advances
- 1.7.4. Conclusions

**1.8. Marketing of generic products**

- 1.8.1. Consumer education
- 1.8.2. *Branding* and labeling
- 1.8.3. PPV
- 1.8.4. Conclusions

**1.9. Marketing of hospital products**

- 1.9.1. Identify the target market
- 1.9.2. Supplier collaboration
- 1.9.3. Demonstrations
- 1.9.4. Conclusions

**1.10. Digital Marketing in the Pharmaceutical Industry**

- 1.10.1. Search Engine Optimization
- 1.10.2. PPC
- 1.10.3. Mobile Marketing Strategies
- 1.10.4. E-mail Marketing



**Module 2. Marketing Management Applied to the Pharmaceutical Industry****2.1. Communication.**

- 2.1.1. Effective and efficient communication
- 2.1.2. Participation in events
- 2.1.3. Communication team
- 2.1.4. Internal Communication

**2.2. Advertising**

- 2.2.1. Print advertising
- 2.2.2. Television advertisement
- 2.2.3. Radio advertisement
- 2.2.4. Social media advertisements

**2.3. Direct marketing**

- 2.3.1. Direct mail
- 2.3.2. Text messages
- 2.3.3. Telephoning
- 2.3.4. Loyalty Programs

**2.4. e-Marketing**

- 2.4.1. Marketing partners
- 2.4.2. Content Marketing
- 2.4.3. Online advertising

**2.5. Market trend research**

- 2.5.1. Technological innovations
- 2.5.2. Epidemiological changes
- 2.5.3. Access to emerging markets
- 2.5.4. Digitalization in health

**2.6. Differentiation**

- 2.6.1. Innovative medicines
- 2.6.2. Market growth
- 2.6.3. Associated risks
- 2.6.4. Patient support services

**2.7. Advertising campaigns**

- 2.7.1. Got Milk
- 2.7.2. Share a coke
- 2.7.3. The truth
- 2.7.4. Like a girl

**2.8. Content creation**

- 2.8.1. Scientific publications
- 2.8.2. Educational materials
- 2.8.3. Online content
- 2.8.4. *Webinars*

**2.9. Consumer needs**

- 2.9.1. Security/Safety
- 2.9.2. Efficacy
- 2.9.3. Quality
- 2.9.4. Accessibility

**2.10. Consumer Behavior**

- 2.10.1. Health problems
- 2.10.2. Medical influence
- 2.10.3. Information research
- 2.10.4. Previous experiences

**Module 3. The consumer**

**3.1. Knowing the consumer**

- 3.1.1. Sales Data Analysis
- 3.1.2. Consumer profile
- 3.1.3. Public Opinion Research
- 3.1.4. Customer satisfaction study

**3.2. Trend in demand**

- 3.2.1. Aging population
- 3.2.2. Health awareness
- 3.2.3. Technological Advances
- 3.2.4. Preventive Medicine

**3.3. Effective Communication**

- 3.3.1. Clear messages
- 3.3.2. Scientific information
- 3.3.3. Transparency
- 3.3.4. Bidirectional Communication

**3.4. Previous Work Experience**

- 3.4.1. Pharmaceutical Manufacturing
- 3.4.2. Pharmacovigilance
- 3.4.3. Reimbursement
- 3.4.4. Data Analytics

**3.5. Product accessibility**

- 3.5.1. Product packaging
- 3.5.2. Information in Braille
- 3.5.3. Unit dose containers
- 3.5.4. Format adaptation

**3.6. Consumer education**

- 3.6.1. Adherence promotion
- 3.6.2. Safe use of over-the-counter medicines
- 3.6.3. Chronic disease education
- 3.6.4. Side Effects

**3.7. Creation of Products**

- 3.7.1. Preclinical Development
- 3.7.2. Clinical Trials
- 3.7.3. Manufacture
- 3.7.4. *Packaging* and labeling

**3.8. The Relationship between Doctor and Patients**

- 3.8.1. Open Communication
- 3.8.2. Transparent communication
- 3.8.3. Making shared Decisions
- 3.8.4. Respect and empathy

**3.9. Social Responsibility**

- 3.9.1. Ethics
- 3.9.2. Social Responsibility
- 3.9.3. Environmental Sustainability
- 3.9.4. Transparency and Accountability

**3.10. Technological influence**

- 3.10.1. Research and development
- 3.10.2. Precision Medicine
- 3.10.3. Data Security
- 3.10.4. Machine Learning



“

*The Relearning method optimizes your study time and allows you to focus on the most relevant concepts of this program”*

# 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 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





“

*In just 6 months you will become an expert in Digital Marketing in the pharmaceutical industry”*

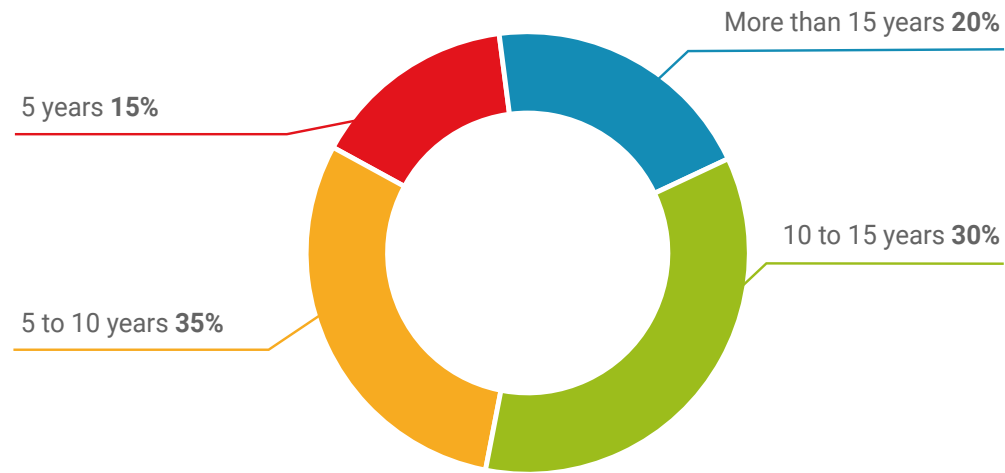
### Average Age

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

### Years of Experience

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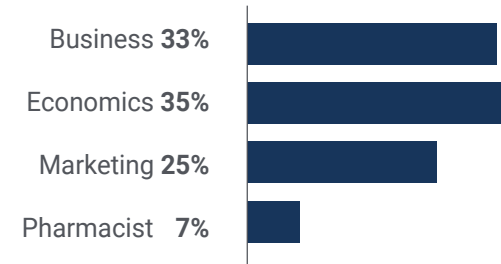
### Training

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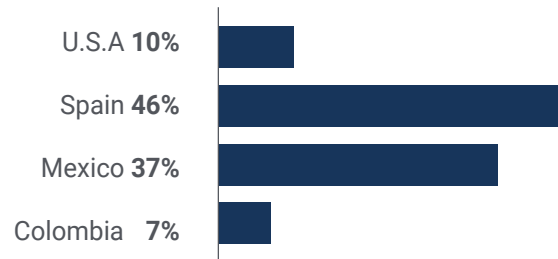
### Academic Profile

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## Geographical Distribution

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## Mario Ruiz

Specialist in Digital Marketing

*"I have been fortunate to expand my knowledge, explore new areas of interest and cultivate skills that are fundamental to my career path in a sector as important as pharmaceuticals. All of this has led me to meet my goals of progression in my industry and open up new possibilities in the job market."*

08

# Course Management

In order to offer Quality, TECH has recruit an outstanding teaching team for this program. This will guarantee professionals the possibility of learning from top level experts with a vast experience in the fields of the Pharmaceutical Industry, Business and Digital Marketing. In this way, it will be much easier to increase the possibilities of job growth in this sector.





A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that cuts across the top right and bottom right of the page.

“

*Maximize your learning process thanks to the syllabus developed by the best professionals in Marketing and the Pharmaceutical Industry"*

## Management



### D. Calderón, Carlos

- ♦ Marketing and Advertising Consultant at Experiencia MKT
- ♦ Director of Marketing and Advertising at Marco Aldany
- ♦ CEO and creative director at C&C Advertising
- ♦ Director of Marketing and Advertising at Elsevier
- ♦ Creative Director at CPM Advertising and Marketing Consultants
- ♦ Advertising Technician by the CEV of Madrid



### D. Expósito Esteban, Alejandro

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

## Professors

### D. Rodríguez Muñoz, Rubén

- ◆ Director of Marketing of Vaccines at GSK
- ◆ Adult Vaccine Manager and Launch Lead at GSK
- ◆ Market Access Manager en Baxter International Inc
- ◆ Bayer Territorial Healthcare Manager
- ◆ Product Manager at Bayer
- ◆ Degree in Advertising and Public Relations from the ESIC Business School
- ◆ Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- ◆ Master's Degree in Health Evaluation and Market Access (Pharmacoeconomics), Universidad Carlos III de Madrid

### Mr. González Suárez, Hugo

- ◆ Digital & Product Marketing Manager en Laboratorios ERN S.A
- ◆ Product Marketing and Project Manager at Amgen
- ◆ Bachelor's degree in Biochemistry and Pharmacology from Cambridge International University
- ◆ PROFESSIONAL MASTER'S DEGREE in Marketing of the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- ◆ PROFESSIONAL MASTER'S DEGREE in Business Administration from ESNECA Business School

### D. Cuadrado, Juan

- ◆ Brand Manager & Adult Vaccination Lead at GSK
- ◆ Product Manager COVID-19 Therapeutics en GSK
- ◆ Marketing multicanal at GSK
- ◆ Product Manager at Cantabria Labs
- ◆ Medical Affairs Trainee at GSK
- ◆ Degree in Pharmacy from the Complutense University of Madrid
- ◆ MRes in Drug Discovery and Development from Imperial College London

09

# Impact on Your Career

The graduate who completes this Postgraduate Diploma will increase his or her professional potential with respect to the rest of the competitors in the sector. In this way, they will gain more skills to expand their career progression prospects in a pharmaceutical industry, characterized by its high competitiveness and its great impact on society.



“

*If you are looking to progress in the Marketing and Pharmaceutical Industry, you have made the right academic choice”*

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

The Postgraduate Diploma in Marketing Strategies Applied in the Pharmaceutical Industry from TECH is an intensive program that prepares you to face challenges and business decisions in the field of Industry 4.0. 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.

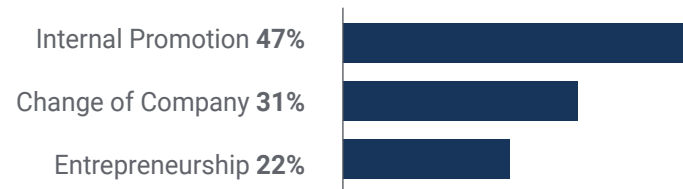
*Apply technological advances in your marketing strategy and attract new customers in the pharmaceutical sector.*

*With this qualification you will be able to provide effective solutions for the marketing of pharmaceutical products.*

### When the change occurs



### Type of change



### Salary increase

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



10

# Benefits for Your Company

By completing this Postgraduate Diploma in Marketing Strategies Applied to the Pharmaceutical Industry, the professional will be able to provide competitive and significant advantages to the companies they work for. Your specialized knowledge in identifying market opportunities, regulatory compliance and strong relationships with other healthcare experts will allow you to expand your scope of action.





“

*Grow pharmaceutical companies with the skills and competencies you will acquire in this university program”*

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 Marketing Strategies Applied to the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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

This **Postgraduate Diploma in Marketing Strategies Applied to the Pharmaceutical Industry** contains the most complete and up-to-date 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 certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Marketing Strategies Applied to the Pharmaceutical Industry**

Official N° of Hours: **450 h.**



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

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present  
online training

development languages

virtual classroom

## Postgraduate Diploma Marketing Strategies Applied to the Pharmaceutical Industry

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

# Postgraduate Diploma

## Marketing Strategies Applied to the Pharmaceutical Industry

