

# Postgraduate Certificate Cosmetic Marketing



## Postgraduate Certificate Cosmetic Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/medicine/postgraduate-certificate/cosmetic-marketing](http://www.techtute.com/us/medicine/postgraduate-certificate/cosmetic-marketing)

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# 01

# Introduction

In view of the imminent growth of cosmetic products for medical treatments for skin pathologies and dermatological conditions, it is necessary to organize a marketing plan in which the main points of why one product is better than another, or simply why you should buy it, are explained. This is what justifies the emergence of this program, where the medical professional will acquire the knowledge which justifies the emergence of this program, where the medical professional will acquire the knowledge of Marketing to promote, using their medical understanding, the best cosmetics for skin diseases. This program, with a 100% online format, will provide the healthcare professional with the main concepts of Medical Marketing such as Branding, key metrics and work tools, as well as theoretical and practical material, audiovisual and self-knowledge exercises.





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*A 100% online program that will provide you with the main bases of Cosmetic Marketing for the promotion of dermatological products"*



The importance of Marketing for Medicine lies in the advertising processes to make one product more striking than another. Their efficacy and quality are not under discussion, however, the marketing processes they go through define to a great extent their success among the public. For this reason, the main function of the medical professional in these particular cases is to select the best dermatological products for their commercialization and distribution.

Companies dedicated to the commercialization of dermatological products such as L'Oréal or Estée Lauder have within their catalogs products dedicated to facial care, which contain medical endorsement for lower-impact treatments, as well as for skin care. That is why TECH is offering this program in Cosmetic Marketing so that the health professional dedicated to this field can expose the strengths of the product for its subsequent sale.

This is a program that seeks to adapt the knowledge of sales to the medical sector for the marketing and distribution of cosmetic products. It is an innovative option for the professional who wants to know more about the Marketing of large companies dedicated to the medical service, delving into the strategic vision to take into account, distribution channels or analysis of the target customer.

The 100% online program will have fully downloadable teaching material, which will allow the medical professional to study whenever they wish from any mobile device. Another advantage of this Postgraduate Certificate is that the physician can organize their development in the way that best suits them, based on their availability and customizing their own study time.

This **Postgraduate Certificate in Cosmetic Marketing** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ Practical cases presented by experts in Cosmetic Science and Technology
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Get into Cosmetic Marketing  
and perfect your promotional skills  
on the best skin care products"*

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*Identify the most in-demand cosmetics in the medical sector and delve into its commercial process, knowing all the keys of its successful commercialization”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*This program is specially made for you, you will update your knowledge about the advertising process behind a cosmetic product.*

*You will be able to study whenever you want, accessing the virtual campus from any mobile device with internet connection.*



# 02

# Objectives

The main objective of this program in Cosmetic Marketing is to present the medical professional with the knowledge and tools necessary for the marketing and promotion of skin care products. This is done in order to create medical strategies that perfectly complement the positioning process within the cosmetic industry, from their own theoretical-practical knowledge to the search for companies in charge of the health sector that sell these products.







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*Learn the best marketing technique to position your cosmetic product more effectively in the market"*



## General Objectives

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- ◆ Analyze the and Categories markets
- ◆ Establish quantitative and qualitative objectives
- ◆ To propose strategies
- ◆ Develop and execute an action plan
- ◆ Establish KPIs and measure results

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*Would you like to master key measurement techniques in Marketing? With this course you achieve it in less than 6 weeks”*





## Specific Objectives

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- ◆ Generate growth opportunities
- ◆ Propose tools, actions and strategic levers
- ◆ Estimate sales units and investment
- ◆ Present brand plans
- ◆ Build a brand
- ◆ Communicate differentiation and added value



03

# Course Management

TECH, in its desire to have the best possible professionals, has selected the best teaching staff for this particular program. Knowledgeable experts in marketing, distribution and positioning of cosmetic products for skin care. The students will not only have access to the teaching staff, but will also be able to express their doubts concerns during the course of the program and receive answers to their uncertainties about the sector of cosmetic marketing.





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*The best experts in the field will guide you throughout the program, so you can express your doubts and get answers to complex marketing problems”*



## Management



### Dr. Mourelle Mosqueira, María Lourdes

- ◆ Expert researcher in Cosmetic Science
- ◆ Technical Director at Balcare
- ◆ Researcher of the FA2 group of the Applied Physics Department of the University of Vigo
- ◆ Author of publications on Cosmetic Science
- ◆ Lecturer in undergraduate and graduate programs related to Cosmetic Science
- ◆ President of the Iberoamerican Society of Thalassotherapy
- ◆ Secretary of the Galician Society of Thermal Peloids
- ◆ PhD in Applied Physics, University of Vigo
- ◆ Degree in Pharmacy, University of Santiago de Compostela
- ◆ Diploma in Nutrition and Dietetics, University of Granada

## Professors

### Ms. Seghers Carreras, Beatriz

- ◆ Marketing Manager at Cantabria Labs
- ◆ Marketing Coordinator at Apivita
- ◆ Cosmetic Product Safety Assessment Assistant at Bellssan Healthcare
- ◆ Master's Degree in Food COSMETIC and Control at the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- ◆ Master's Degree in Marketing and Communication Management, Vertice Business School
- ◆ Certificate in Chemical Sciences from the Complutense University of Madrid



# 04

## Structure and Content

The creation of this program is based on a broadly updated content on marketing, distribution and positioning of cosmetic products That is why the medical professional will find within the program a broad agenda full of important topics for the management of Cosmetic Marketing. With its Relearning methodology, TECH develops a highly pedagogical theoretical content consisting of the reiteration of the most important Marketing concepts and their testing for public use.





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*In the Virtual Classroom you will find detailed videos, and dynamic summaries, research articles and much more additional material to further explore the aspects of the syllabus that you consider most relevant”*

## Module 1. Marketing in Cosmetics

- 1.1. Applied Marketing
  - 1.1.1. Marketing Elements
  - 1.1.2. Marketing Terms
  - 1.1.3. Cosmetic Sector Particularities
- 1.2. Customers and Target Markets
  - 1.2.1. Segmentation Criteria
  - 1.2.2. Targeting Strategies
  - 1.2.3. Customer Relationship Management (CRM)
- 1.3. Distribution Channels
  - 1.3.1. Distribution Channels
  - 1.3.2. Types of Distribution Channels
  - 1.3.3. Selecting Distribution Channels
- 1.4. Strategic Vision for Marketing in Cosmetics
  - 1.4.1. Analysis
  - 1.4.2. Value Proposition
  - 1.4.3. Growth Drivers
- 1.5. Branding and Performance
  - 1.5.1. Conversion Funnel
  - 1.5.2. Branding Strategies
  - 1.5.3. Performance Strategies
- 1.6. Offline and Online Tools
  - 1.6.1. Conventional B2C Tools
  - 1.6.2. Offline B2B Tools
  - 1.6.3. B2C and B2B Digital Tools
- 1.7. Key Metrics
  - 1.7.1. Online Metrics
  - 1.7.2. Offline Metrics
  - 1.7.3. Sales Metrics
- 1.8. Financial Aspects
  - 1.8.1. Financial Aspects: Terms
  - 1.8.2. Margins and Profitability
  - 1.8.3. M and P
- 1.9. New Trends in Cosmetic Marketing
  - 1.9.1. Trends in Cosmetic Product Formulation
  - 1.9.2. Trends in Cosmetic Product Sales
  - 1.9.3. New Consumer Habits
- 1.10. Interaction with Other Areas and Commercial Departments
  - 1.10.1. Marketing and Communication
  - 1.10.2. Marketing and Sales
  - 1.10.3. Marketing and Training



*Don't hesitate any longer and invest in a program that will guarantee you results that meet the requirements of the pharmaceutical profession"*





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.



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*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"*



## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.





## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*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.*

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.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



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.



#### Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### 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".



#### 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.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### 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.



#### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.





# 06 Certificate

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







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

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

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

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

Title: **Postgraduate Certificate in Cosmetic Marketing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University 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  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Postgraduate Certificate Cosmetic Marketing

- › Modality: online
- › Duration: 6 weeks
- › Certificate: TECH Global University
- › Credits: 6 ECTS
- › Schedule: at your own pace
- › Exams: online

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