

# 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

Website: [www.techtute.com/in/medicine/postgraduate-diploma/postgraduate-diploma-digital-marketing-pharma-biotech](http://www.techtute.com/in/medicine/postgraduate-diploma/postgraduate-diploma-digital-marketing-pharma-biotech)

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# 01

# Introduction

Digital Marketing in the Pharma Biotech field has become an essential tool for companies in this industry. Therefore, online marketing strategies are essential to make new products and services known to potential consumers. It is for this reason that the physician must keep up to date in a vital and increasingly developed field in the Pharma Biotech sector. In response to this need, TECH has developed this program, which provides the specialist with advanced techniques for customer research or brand positioning on the Internet. In addition, this academic experience is 100% online, so you will not be forced to give up your daily personal and professional duties.



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*Acquire the best techniques to improve the brand image of a Pharma Biotech company”*



Digital Marketing in Pharma Biotech is of vital importance due to its ability to reach a specific target audience quickly, accurately and in a personalized way. This allows biopharmaceutical companies to increase their visibility, strengthen their brand and promote their products efficiently in a highly competitive environment. In addition, it offers various tools and strategies that enable data analysis and campaign performance tracking, which facilitates decision-making based on tangible results. Therefore, the doctor who wishes to contribute to the success of a Pharma Biotech company is obliged to have updated knowledge in this field.

Given this situation, TECH has focused its efforts on creating this course, through which the student will complete an excellent update in Digital Marketing applicable to the biopharmaceutical industry. During 6 months of intensive study, students will delve into updated audience segmentation strategies or methods to design a marketing plan on the network. You will also delve into the procedures required to develop a Business Plan.

Thanks to the fact that this Postgraduate Diploma is taught in a 100% online format, the doctor will be able to complete their update without the need to make uncomfortable trips to a study center. In addition, you will benefit from an extensive virtual library of educational resources, such as specialized readings, interactive summaries or explanatory videos. In this way, they can choose the formats that best suit their academic preferences.

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

- ♦ The development of practical cases presented by experts in Pharma Biotech
- ♦ The graphic, schematic, and practical content with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Enjoy an academic experience  
designed by excellent experts  
in the Pharma Biotech area"*

“*Learn about the latest audience segmentation techniques to optimize your Digital Marketing strategy*”

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

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*In just 6 months you will be able to develop a Pharma Biotech Marketing Plan and you will notice its impact on the pharmaceutical and biotechnology industry.*

*TECH's Relearning methodology will allow you to enjoy the didactic contents based on your own study pace to optimize your updating process.*



# 02 Objectives

This Postgraduate Diploma aims to provide the physician with the most updated knowledge in the field of Digital Marketing in Pharma Biotech. This learning will also be carried out through innovative multimedia teaching materials in formats such as video or interactive summary, ensuring a dynamic and effective study.







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*A degree with which you will delve into the creation of value in your company and maximize its performance in the competitive pharmaceutical market"*



## General Objectives

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- ♦ Acquire knowledge about the history of strategic management
- ♦ Categorize the different definitions over time
- ♦ Evaluate financial efficiency
- ♦ Optimize working capital management
- ♦ Understand the different types of healthcare systems, such as public, private/private/insurance, and managed health care
- ♦ Assess unmet patient needs and chronicity management
- ♦ Understanding what Market Access is and how the need for this function arises in the pharmaceutical industry
- ♦ Know the structure, organization and functions of the National Health System
- ♦ Delve into the steps to be followed to plan the market access of a new drug
- ♦ Review the points to be analyzed in a phase prior to the development of the access plan to know the environment and competitors
- ♦ Knowing the capabilities and ethics of the Coach
- ♦ Understand the essence of Coaching and its approach to learning
- ♦ Acquire basic knowledge about the fundamental concepts of leadership and its application in the pharmaceutical industry
- ♦ Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models
- ♦ Achieve an effective tool to achieve results
- ♦ Define unique and differentiated value propositions





## Specific Objectives

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### Module 1. Marketing in Pharma Biotech

- ◆ Know the utility of market segmentation and approximation levels
- ◆ Differentiate between end consumer markets and feature-based segmentation
- ◆ Develop marketing strategies according to the segmentation made
- ◆ Know the importance of prior positioning to gain competitive advantage
- ◆ Develop differentiation and positioning strategies to achieve business objectives
- ◆ Understand the relevance of information and resources in the commercial field
- ◆ Know the sources of information and techniques for market studies
- ◆ Use data survey and analysis tools

### Module 2. The Business Plan in the Territory

- ◆ Achieve an effective tool to achieve results
- ◆ Define unique and differentiated value propositions
- ◆ Provide real solutions for your customers
- ◆ Establish objectives and how to achieve them
- ◆ Obtain all the necessary information to define a plan
- ◆ Achieve sales growth
- ◆ Open new markets
- ◆ Understand how our market works and provide tools to face it
- ◆ Investigate and satisfy customer needs
- ◆ Evaluate competition

### Module 3. Strategic Management in the Pharmaceutical and Biotechnology Industry

- ◆ Acquire knowledge about the history of strategic management
- ◆ Categorize the different definitions over time
- ◆ Delve into the levels of strategic management
- ◆ Understand the 6 types of value generation in the company, using examples from the industry
- ◆ Evaluate performance in the company
- ◆ Analyze the VUCA Environment
- ◆ Apply PESTEL analysis and Porter's 5 Forces analysis
- ◆ SWOT Analysis
- ◆ Perform an analysis of the Value Chain
- ◆ Analyze the company's resources and competencies



*You will define market entry strategies and the keys to establish successful strategic alliances in the digital environment"*

03

# Course Management

This Postgraduate Diploma is directed and taught by excellent experts with an extensive experience in the Pharma Biotech sector, who will pour all their knowledge into the didactic materials of the program. Therefore, all the skills that the student will acquire throughout this degree will have a great applicability in practice, which guarantees the high educational quality of the program.







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*This teaching staff is made up of professionals who have held various prestigious positions in the Pharma Biotech industry"*



## Management



### D. 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
- ♦ Distinction degree in the course Inspiring Leadership through Emotional Intelligence from Case Western Reserve University
- ♦ Postgraduate Degree in Management and Health of the Pharmaceutical Industry from 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 by the University of Cantabria

## Professors

### D. Rojas Palacio, Fernando

- ♦ Founder and CEO of Navandu Technologies
- ♦ Founder of the international consulting firm Brigital Health
- ♦ Expert in Big Data and Social Network Analysis by MIT
- ♦ Senior Business Management Program at Instituto de Empresa and Chicago Booth School of Business
- ♦ Master's Degree in Telecommunications Engineering from the Polytechnic University of Madrid
- ♦ Professor associated with academic programs in his specialty

### D. 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 from the European University
- ♦ University Course in Administration, Organization and Management of Health Services at the European University





# 04

## Structure and Content

This Postgraduate Diploma has put together an exclusive content, where the fundamentals and applications of marketing in the pharmaceutical field will be explored in depth, covering everything from the basic concepts to the latest trends. Students will also be equipped with the skills and knowledge necessary to design and implement highly effective marketing strategies in this highly competitive industry. All this, 100% online and without leaving your home.





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*Enjoy the most innovative educational methodology in the educational panorama and update yourself in a solvent way”*

## Module 1. Marketing in Pharma Biotech

- 1.1. Omnichannel, impacts and engagement
  - 1.1.1. Impact marketing
  - 1.1.2. General channels and social networks
  - 1.1.3. Community Management:
  - 1.1.4. E-detailing and CRM in the Digital Environment
  - 1.1.5. Programmed Advertising
  - 1.1.6. 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. Information acquisition
  - 1.3.3. Research Process
  - 1.3.4. Conclusions
- 1.4. Managing Brand and Neuromarketing
  - 1.4.1. Branding
  - 1.4.2. Branding Types
  - 1.4.3. Neuromarketing and Application in the Pharmaceutical Industry
  - 1.4.4. Conclusions
- 1.5. Digital Marketing Plans
  - 1.5.1. Integrating Digital Marketing into the Global Marketing Strategy
  - 1.5.2. Community Manager
  - 1.5.3. Digital Marketing Plans
  - 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 Strategies. Content Co-Creation
  - 1.7.2. Content marketing and influencers
  - 1.7.3. Digital marketing to support leadership in the therapeutic area
  - 1.7.4. Patient Associations
- 1.8. Design of digital programs
  - 1.8.1. Definition of Objectives
  - 1.8.2. Programs to support brand strategies: 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 to support diagnosis
  - 1.9.3. Artificial intelligence tools to support Critical Patient Management
  - 1.9.4. Latest novelties
- 1.10. Other Technology
  - 1.10.1. Electronic records and Information Gathering
  - 1.10.2. Web 3 and new trends in the token economy. Impact in the Pharmaceutical Industry
  - 1.10.3. Virtual, Augmented and Mixed Reality
  - 1.10.4. Metaverse



## Module 2. The Business Plan in the Territory

- 2.1. The Business Plan
  - 2.1.1. What is a Business Plan?
  - 2.1.2. Purpose and objectives of a business plan
  - 2.1.3. Why is a Business Plan important?
  - 2.1.4. When to make a business plan
- 2.2. Context of the pharmaceutical industry
  - 2.2.1. Structural situation of the pharmaceutical industry
  - 2.2.2. Key people and departments in the development of an action plan
    - 2.2.3. General Management
      - 2.2.3.1. Sales Management
      - 2.2.3.2. The Marketing Department
      - 2.2.3.3. Medical Department
      - 2.2.3.4. The Financial Department
      - 2.2.3.5. The Regulatory Department
  - 2.2.4. Current Challenges of the pharmaceutical industry
- 2.3. Stages for defining a business plan
  - 2.3.1. Defining 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. Commercial resources to establish 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. Identifying 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 facing the competition
  - 2.6.4. Expansion plans
  - 2.6.5. Defensive Plan
- 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. Assessment of Return of Investment
- 2.8. Implementation and Follow-Up of the Business Plan
  - 2.8.1. Agenda of the Business Plan
  - 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
  - 2.9.1. Meeting deadlines
  - 2.9.2. Analysis of Results
  - 2.9.3. 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. Go-to-Market 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 Enterprise
  - 3.2.1. Management Levels
  - 3.2.2. Innovation
  - 3.2.3. Portfolio
  - 3.2.4. Acquisition
- 3.3. Creating Corporate Value
  - 3.3.1. 6 Types of generating of Value in the Company
  - 3.3.2. Performance in the Company
  - 3.3.3. Examples from the sector
  - 3.3.4. Conclusions
- 3.4. The Pharmaceutical and Biotechnology Business Environment
  - 3.4.1. VUCA Environment
  - 3.4.2. SWOT Analysis
  - 3.4.3. M. Porter's 5 Forces Analysis
  - 3.4.4. SWOT Analysis
- 3.5. Internal Analysis
  - 3.5.1. Analysis of the Value Chain
  - 3.5.2. Analysis of Skills and Resources
  - 3.5.3. VRIO Analysis
  - 3.5.4. Conclusions
- 3.6. Strategic Business Unit Strategies
  - 3.6.1. Strategic Business Unit Strategies
  - 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 Strategies
  - 3.7.4. Most used strategies
- 3.8. Internationalization Strategies
  - 3.8.1. International Strategy of a Company
  - 3.8.2. The Globalization of the Economy
  - 3.8.3. Risks from Internationalization
  - 3.8.4. Benefits of internalization
- 3.9. Strategic Alliances, Takeovers and Mergers
  - 3.9.1. External vs. Internal Growth Strategy
  - 3.9.2. Partnerships in the Pharmaceutical Industry
  - 3.9.3. Mergers in the Sector
  - 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 Economy



*With TECH, you will carry out an economic analysis of the business plan and identify the key aspects that will lead your company to success"*

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

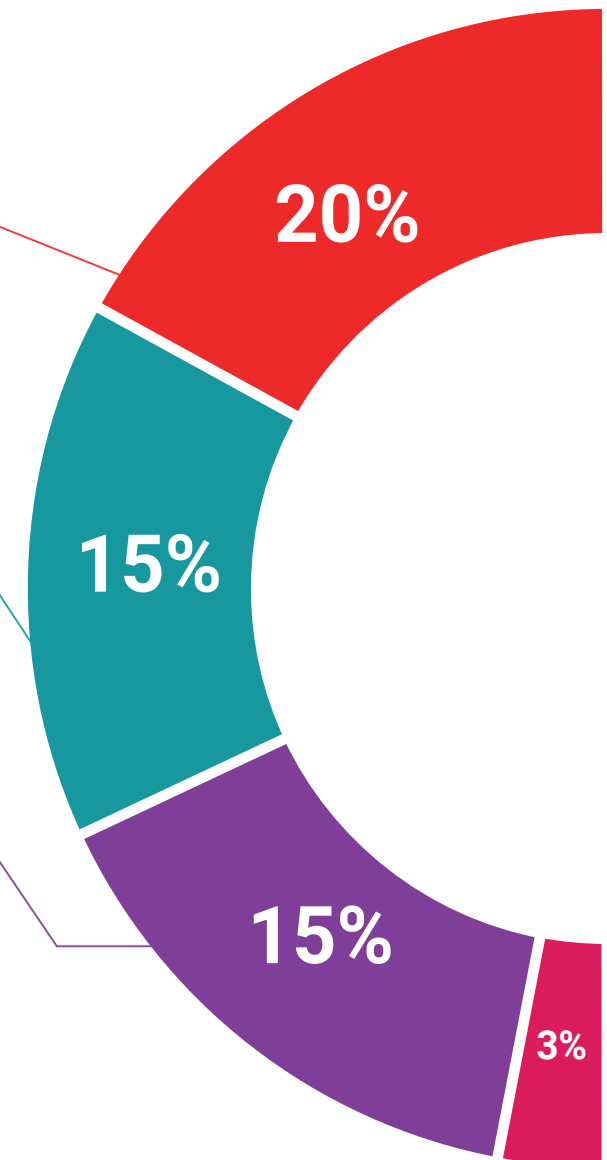
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

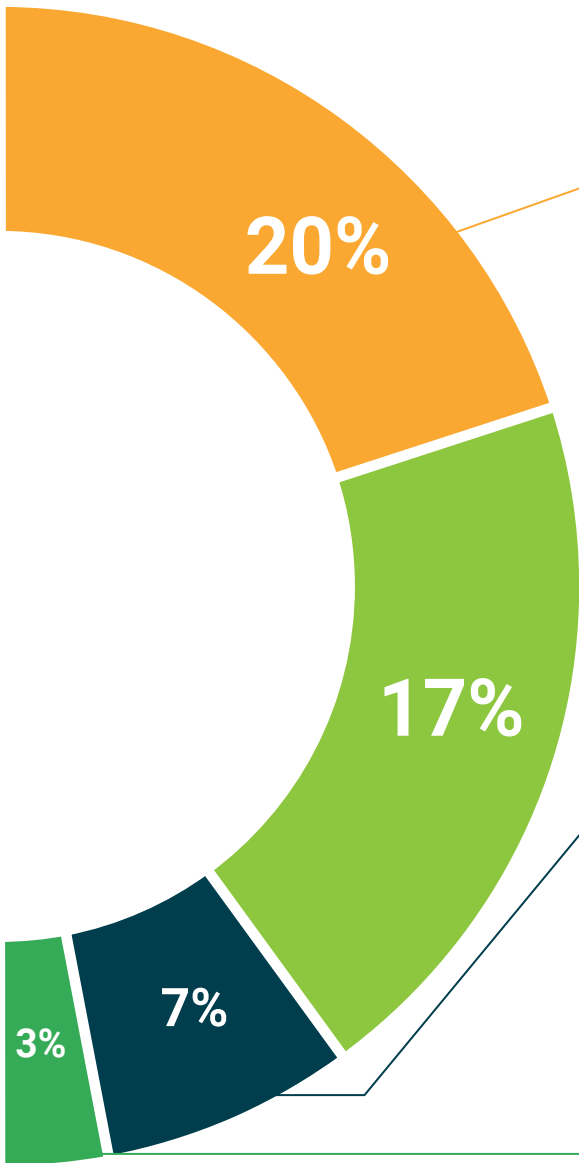


#### Additional Reading

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 Diploma in Digital Marketing in Pharma Biotech 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 Digital Marketing in Pharma Biotech** contains the most complete and up-to-date scientific 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 Digital Marketing in Pharma Biotech**

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.





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

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