

Postgraduate Certificate

Marketing in Pharma

Biotech for Nursing



Postgraduate Certificate Marketing in Pharma Biotech for Nursing

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

Website: www.techtute.com/us/nursing/postgraduate-certificate/marketing-pharma-biotech-nursing

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01

Introduction

In recent times, marketing plays a crucial role in the promotion and commercialization of health-related products and services. In this way, pharmaceutical and biotech companies are continuously implementing cutting-edge positioning methods in order to stand out in a highly competitive and constantly evolving market. It is for this reason that the nurse must be at the forefront of marketing strategies and techniques to optimize outreach to a specific audience. In this context, TECH has designed a 100% online program that offers maximum flexibility, allowing students to improve their skills in these areas without giving up their daily obligations.



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You will impact your audience and maximize your social media results thanks to this Postgraduate Certificate that only TECH can offer you"

Brand positioning involves the creation of a solid image and reputation for pharmaceutical and biotechnology products. Differentiation is key, as it allows companies to stand out the unique benefits of their goods and position themselves above other available alternatives. To achieve this, we use cutting-edge market analysis techniques, identification of consumer segments, as well as strategies to develop clear and effective messages and disseminate them through appropriate communication channels. Therefore, nurses interested in standing out in the Pharma Biotech marketing field have an obligation to learn about these tools and incorporate them into their daily practice.

For this reason, TECH has created this program, through which the student will be positioned at the forefront of Marketing in this pharmaceutical industry. During 6 weeks of study, you will explore strategies for the creation and distribution of health content on the web or the design of digital marketing plans adapted to the characteristics of the target audience.

During 6 weeks of study, you will explore strategies for the creation and distribution of health content on the web or the design of digital marketing plans adapted to the characteristics of the target audience. In addition, you will benefit from a wide variety of textual and multimedia resources, including specialized texts and interactive summaries. In addition, the Relearning method will be used, guaranteeing a unique and effective learning process adapted to the study pace of each student.

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

- ♦ The development of case studies presented by Pharma Biotech specialists
- ♦ 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 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



With this 100% online program, you will create campaigns that create lasting impact in the pharmaceutical industry, effectively reaching your target audience"

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Thanks to TECH, you will manage online communities and strengthen the relationship with customers in the pharmaceutical industry”

Develop your healthcare marketing skills from experts with extensive professional experience in the field.

In just 6 weeks, you will implement strategies to reach a target audience in the most accurate and efficient way.

The program's teaching staff includes professionals from the field 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 educational year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.



02

Objectives

The objective of this program is to provide nurses with the most up-to-date knowledge and skills required in marketing for the pharmaceutical and biotechnology industry. In this way, the expert will effectively promote the companies' products and services, positioning the brand in the market and ensuring sales success.



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*Thanks to this program, you will
enjoy the most up-to-date academic
content on the educational scene"*



General Objectives

- ♦ Acquire knowledge about the history of strategic Management
- ♦ Categorize the different definitions over time
- ♦ Assess financial efficiency
- ♦ Optimize working capital management
- ♦ Understand the different types of health care systems, such as public, private/ private insurance, and private health care
- ♦ Assess unmet patient needs and chronicity management
- ♦ Understand 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 involved in planning the market access of a new drug
- ♦ Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors
- ♦ Know the capabilities and ethics of the Coach
- ♦ Understand the essence of coaching and its focus on learning
- ♦ Acquire basic knowledge of the fundamental concepts of leadership and their 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

- ◆ Know the usefulness of market segmentation and levels of approximation
- ◆ Differentiate between end-consumer markets and segmentation based on characteristics
- ◆ Elaborate marketing strategies according to the segmentation carried out
- ◆ Understand the importance of pre-positioning to gain competitive advantage
- ◆ Develop differentiation and positioning strategies to achieve business objectives
- ◆ Understand the relevance of information and resources in the commercial environment
- ◆ Know the sources of information and techniques for market research
- ◆ Use tools for survey design and data analysis

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Get up-to-date through a syllabus designed and developed by the best specialists in the Pharma Biotech field”

03

Course Management

This program is characterized by an outstanding faculty that will teach classes from a cutting-edge educational perspective. This will ensure that students acquire in-depth delve from renowned professionals who have extensive experience in the medical, pharmaceutical and business fields. In this way, nurses will obtain a high quality program that will provide them with the necessary skills to perform in the world of healthcare marketing.





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This teaching staff is made up of experts with extensive experience in the pharmaceutical and healthcare marketing fields”

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

Ms. Palau Rodríguez, Magalí

- ◆ Researcher in Nutrition and Food Science at the University of Barcelona
- ◆ Marketing department coordinator for campaigns and educational material
- ◆ Amgen Marketing Expert in Bone Metabolism Unit
- ◆ D. in Pharmacy from the University of Barcelona
- ◆ MBA in Pharmaceutical and Biotechnological Industries at the EPHOS Talent School
- ◆ Master's Degree in Food Research and Development from the University of Barcelona
- ◆ Degree in Pharmacy from the University of Barcelona
- ◆ Health and Food Handler Instructor by Fundació Esplai Girona



A unique, key, and decisive educational experience to boost your professional development"

04

Structure and Content

This program will cover essential aspects such as segmentation and brand positioning, as well as the relevance of market research. This will provide an insight into the principles and applications of marketing in the pharmaceutical and biotechnology industries. All this, enjoying a 100% online teaching, which will provide the nurse with the necessary flexibility in their day to day, since they will be able to access the content 24 hours a day without time restrictions.





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*Update yourself at your own pace
of study thanks to the revolutionary
Relearning system that only TECH offers”*

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. 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 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



Specialized readings and a whole series of multimedia resources will help you build and manage a strong brand by applying neuromarketing techniques"



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 Nursing School we use the Case Method

In a given situation, what should a professional do? 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. Nurses learn better, faster, and more sustainably over time.

With TECH, nurses can experience a learning methodology 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, in an attempt to recreate the real conditions in professional nursing 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. Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.
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 case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.



The nurse will learn through real cases and by solving 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 we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. 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 really 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.



Nursing Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, 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 them as many times as you want.



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 suggesting that observing third-party experts can be useful.

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 Marketing in Pharma Biotech for Nursing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 private qualification will allow you to obtain a **Postgraduate Certificate in Marketing in Pharma Biotech for Nursing** 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.

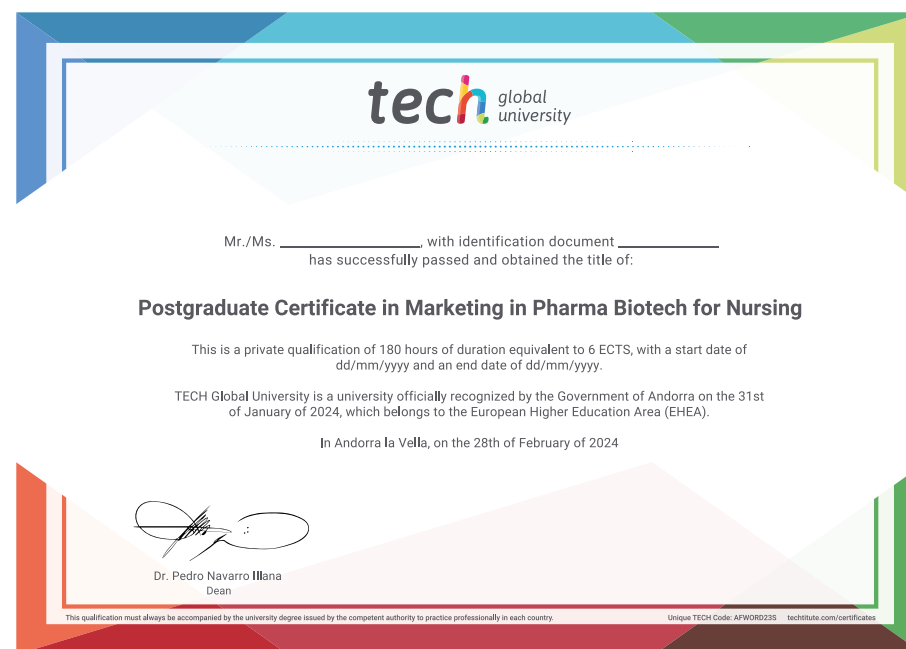
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Marketing in Pharma Biotech for Nursing**

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



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