

# Postgraduate Diploma

Digital Marketing in Pharma  
Biotech for Nursing





## Postgraduate Certificate Digital Marketing in Pharma Biotech for Nursing

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

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

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# 01

# Introduction

Digital marketing in the pharmaceutical and biotechnology industry has undergone a significant transformation and has become an indispensable tool for companies in this sector. In this way, the use of marketing techniques is essential to publicize products and services through social networks and the Internet, contributing to their success in the market. In order for the nurses to stay at the forefront of this demanding field, TECH has developed this program, which allows the student to learn about cutting-edge market research strategies and methods to position a brand in the Pharma Biotech environment. In addition, its 100% online nature allows students to reconcile a first class education with their personal and work commitments.



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*Thanks to TECH, you will learn the best digital marketing techniques to apply them in the Pharma Biotech sector"*

Digital Marketing in Pharma Biotech plays a fundamental role due to its ability to reach a specific target audience quickly, accurately and in a personalized way. This gives pharmaceutical and biotech companies the opportunity to increase their visibility, strengthen their brand and promote their products efficiently in a highly competitive environment. In addition, it offers a variety of tools and strategies that enable data analysis and campaign performance tracking, facilitating decision making based on tangible results.

In this sense, it is essential to have a professional who is enabled in the latest online marketing trends so that companies can improve their communication efficiency, increase their sales and maximize their economic benefits. Therefore, TECH has created this program, which provides the student with a complete update on this subject. Throughout your educational experience, you will explore the creation of digital marketing strategies according to the segmentation carried out or learn the sophisticated techniques to undertake market research in the Internet environment, among other issues.

Thanks to the fact that this program is taught in a 100% online format, students will be able to update their knowledge in this professional field without having to travel to an academic center. In addition, you will enjoy a wide range of virtual educational resources, such as specialized readings and interactive summaries, which will facilitate your learning process. In addition, TECH's Relearning method will allow you to understand complex concepts more effectively in less time.

This **Postgraduate Diploma in Digital Marketing in Pharma Biotech for Nursing** contains the most complete and up-to-date scientific program on the market. Its most notable features are:

- ♦ 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



*Explore the impact that marketing can have on the promotion of pharmaceutical products"*

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*You will take advantage of social media to stand out in the Pharma Biotech industry thanks to this program that only TECH can offer you”*

*You will master Community Management strategies in the Pharma Biotech digital environment through this 100% online Postgraduate Diploma.*

*You will delve into the power of e-detailing and CRM in the digital world and how to apply it to the pharmaceutical industry.*

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 purpose of this program is to provide the nurse with an update in the digital competencies and skills required in the field of pharmacology and biotechnology. In this way, you will be able to promote products, establish strong relationships with other medical experts or position the brand of pharmaceutical companies in order to achieve growth and success in this highly specialized field.







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*You will have at your fingertips interactive summaries and a whole host of multimedia resources with which you will delve into the ins and outs of digital marketing in Pharma Biotech”*



## General Objectives

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- 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

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### Module 1. Marketing in Pharma Biotech

- ◆ 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

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

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

### 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 levels of strategic direction
- ◆ 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
- ◆ Perform SWOT analysis
- ◆ Perform a Value Chain analysis
- ◆ Analyze the company's resources and competencies



*With this program, you will become an expert in analytics and business indicators in digital marketing for Nursing"*

03

# Course Management

The program has an outstanding academic staff that will teach classes from an innovative perspective in academic terms. This will ensure that students acquire knowledge from recognized experts with extensive backgrounds in the fields of pharmaceuticals, medicine and business. In this way, participants can be sure to obtain a program of excellence and apply it to their daily work.



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*You will have the most prestigious teaching staff and the most complete syllabus in the market, with which you will learn everything about segmentation, positioning and targeting for the Biotech industry"*

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

### Mr. Ribas Guardiola, Xavi

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

### 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

# 04

# Structure and Content

This educational program has compiled an exclusive content, where the principles and applications of marketing in the pharmaceutical field will be explored in detail, covering from the basic fundamentals to the latest trends. In addition, participants will be provided with the essential skills and knowledge to devise and implement highly effective sales and marketing strategies in this increasingly competitive industry. All this will be available in a virtual library that can be accessed at any time and place, only requiring an electronic device with an Internet connection.





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*The Relearning system characteristic of this program will enable you to achieve customized learning"*

## 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. Obtaining Information
  - 1.3.3. Research Process
  - 1.3.4. Conclusions
- 1.4. Brand Management and Neuromarketing
  - 1.4.1. Branding
  - 1.4.2. Branding Types
  - 1.4.3. Neuromarketing and Its Application in The Pharmaceutical Industry
  - 1.4.4. Conclusions
- 1.5. Digital Marketing Plan
  - 1.5.1. Integrating Digital Marketing into the Global Marketing Strategy
  - 1.5.2. Community Manager
  - 1.5.3. Digital Marketing Plan
  - 1.5.4. Target Audience
- 1.6. E-Commerce
  - 1.6.1. The Conversion Cycle
  - 1.6.2. E-Commerce Promotion
  - 1.6.3. Metrics
  - 1.6.4. e-Commerce Platforms
- 1.7. Digital Strategies
  - 1.7.1. Social Media Communication Strategies Content Co-Creation
  - 1.7.2. Content Marketing and Influencers
  - 1.7.3. Digital Marketing to Support Leadership of The Therapeutic Area
  - 1.7.4. Patients' Association
- 1.8. Digital Program Design
  - 1.8.1. Definition of Objectives
  - 1.8.2. Brand Strategy Support Programs: Disease Awareness, Switching and Engagement
  - 1.8.3. Digital Marketing and The Sales Network
  - 1.8.4. Target
- 1.9. Data Analytics and Artificial Intelligence
  - 1.9.1. Big Data Applications in the Pharmaceutical Industry
  - 1.9.2. Artificial Intelligence Tools as Diagnostic Support
  - 1.9.3. Artificial Intelligence Tools to Support Patient Management
  - 1.9.4. Latest News
- 1.10. Other Technology
  - 1.10.1. Electronic Records and Data Collection of Information
  - 1.10.2. Web 3 and New Trends in The Token Economy Impact on Pharmaceutical Industry
  - 1.10.3. Virtual, Augmented and Mixed Reality
  - 1.10.4. Metaverse

**Module 2. The Business Plan in The Territory**

- 2.1. Business Plans
    - 2.1.1. What is a Business Plan?
    - 2.1.2. Purpose and Objectives of Business Plans
    - 2.1.3. Why Is It Important to Make a Business Plan?
    - 2.1.4. When Should We Make a Business Plan?
  - 2.2. Pharmaceutical Industry Context
    - 2.2.1. Structural Situation of The Pharmaceutical Industry
    - 2.2.2. Key People and Departments in The Development of a Plan of Action:
      - 2.2.3. General Management
        - 2.2.3.1. Sales Management
        - 2.2.3.2. Marketing Department
        - 2.2.3.3. Medical Department
        - 2.2.3.4. Financial Department
        - 2.2.3.5. Regulatory Department
    - 2.2.4. Current Challenges Facing The Pharmaceutical Industry
- 2.3. Stages for Defining a Business Plan
  - 2.3.1. Define Objectives
  - 2.3.2. Product Description: Key Attributes
  - 2.3.3. What Information Do I Need to Make a Plan?
  - 2.3.4. Alignment with Strategy
  - 2.3.5. Define Timings
  - 2.3.6. Define Resources
  - 2.3.7. Establish Results
- 2.4. Business and Marketing Plan
  - 2.4.1. Business Resources to Set Up a Plan
  - 2.4.2. Choice of the Plan According to Our Objective
  - 2.4.3. Marketing Strategy: Alignment
  - 2.4.4. Marketing Resources as Leverage
- 2.5. Customer Analysis
  - 2.5.1. Customer Relationship Management
  - 2.5.2. Identify Customer Needs
  - 2.5.3. Communication With Client
  - 2.5.4. Conclusions
- 2.6. Competitive Analysis
  - 2.6.1. Market Segmentation
  - 2.6.2. Competitive Analysis of Your Product
  - 2.6.3. Commercial Strategies vs. The Competition
  - 2.6.4. Expansion Plans
  - 2.6.5. Defense Plans
- 2.7. Economic Analysis of The Business Plan
  - 2.7.1. Estimation of Costs and Objectives
  - 2.7.2. Investment Sources and Strategies
  - 2.7.3. Financial Risk Analysis
  - 2.7.4. Return on Investment Assessment
- 2.8. Implementation and Follow-Up of the Business Plan
  - 2.8.1. Business Plan Agenda
  - 2.8.2. Process Monitoring and Review Mechanisms According to Evolution
  - 2.8.3. KPI: Objective Performance Indicators
  - 2.8.4. Conclusions
- 2.9. Final Analysis of The Business Plan
  - 2.9.2. Compliance with Deadlines
  - 2.9.3. Analysis of Results
  - 2.9.4. Budget Analysis
- 2.10. Pharma Biotech Marketing Plan
  - 2.10.1. Market Analysis
  - 2.10.2. Competition.
  - 2.10.3. Target Audience
  - 2.10.4. Brand Positioning

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

- 3.1. Market Entry Strategies
  - 3.1.1. Market Research
  - 3.1.2. Strategic Partners
  - 3.1.3. Most Used Strategies
  - 3.1.4. Monitoring and Adaptation
- 3.2. Strategic Management in the Pharmaceutical Company
  - 3.2.1. Strategic Management Levels
  - 3.2.2. Innovation
  - 3.2.3. Portfolio
  - 3.2.4. Acquisition
- 3.3. Value Creation in the Company
  - 3.3.1. 6 Types of Value Generation in the Company
  - 3.3.2. Performance in the Company
  - 3.3.3. Sector Examples
  - 3.3.4. Conclusions
- 3.4. The Environment of the Pharmaceutical and Biotechnology Company
  - 3.4.1. VUCA Environment
  - 3.4.2. PESTEL Analysis
  - 3.4.3. Porter's 5 Forces Analysis
  - 3.4.4. DAFO Analysis
- 3.5. Internal Analysis
  - 3.5.1. Value Chain Analysis
  - 3.5.2. Resources and Competencies Analysis
  - 3.5.3. VRIO Analysis
  - 3.5.4. Conclusions
- 3.6. Strategic Business Unit Strategies
  - 3.6.1. The Strategic Business Unit
  - 3.6.2. The Competitive Advantage
  - 3.6.3. Types of Strategies According to their Competitive Advantage
  - 3.6.4. Conclusions



- 3.7. Corporate Strategy and Diversification
  - 3.7.1. Corporate Strategy
  - 3.7.2. Business Portfolio Strategy
  - 3.7.3. Growth Strategy
  - 3.7.4. Most Used Strategies
- 3.8. Internationalization Strategy
  - 3.8.1. International Strategy of a Company
  - 3.8.2. The Globalization of the Economy
  - 3.8.3. Internationalization Risks
  - 3.8.4. Internalization Benefits
- 3.9. Strategic Alliances, Takeovers and Mergers
  - 3.9.1. External vs. Internal Growth Strategy
  - 3.9.2. Pharmaceutical Industry Alliances
  - 3.9.3. Sector Mergers
  - 3.9.4. Sector Acquisitions
- 3.10. Ethics and Corporate Social Responsibility
  - 3.10.1. Business Ethics
  - 3.10.2. Environmental Sustainability
  - 3.10.3. Social Responsibility
  - 3.10.4. Sustainable Ecology

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*You will enjoy the most up-to-date educational content available in innovative multimedia formats to optimize your study”*

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. Gervas, 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 Diploma in Digital Marketing in Pharma Biotech for Nursing guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification 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 for Nursing** contains the most complete and up-to-date scientific 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 for Nursing**

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.





**Postgraduate Certificate**  
Digital Marketing in Pharma  
Biotech for Nursing

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

# Postgraduate Diploma

## Digital Marketing in Pharma Biotech for Nursing

