Postgraduate Certificate
Market Research in the Pharmaceutical Industry

tech technological university

Postgraduate Certificate

Market Research in the Pharmaceutical Industry

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

Website: **www.techtitute.com/in/pharmacy/postgraduate-certificate/market-research-pharmaceutical-industry**

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01

Introduction

The improvement of market research techniques has been fundamental for the pharmaceutical industry in the identification of business opportunities, the development of new products or the evaluation of drug viability. In this sense, technological advances have also enabled the collection and analysis of data from various sources to be improved. As a result, the industry has been able to make better strategic decisions and maximize the success of its products. The progress in this field has led TECH to develop this 100% online program, which delves into the key concepts in the process of market research in this industry. All this, with a flexible and innovative pedagogical methodology.

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Enhance your skills in Pharmaceutical Market Research with this unique 100% online Postgraduate Certificate from TECH"

The techniques used for conducting surveys, interviewing healthcare professionals, analyzing sales data, epidemiological studies and reviewing scientific literature provide valuable information for the pharmaceutical sector. As a result, companies have gained a much better understanding of patients' needs and preferences, identified market opportunities and evaluated the effectiveness of their products.

In this context, the pharmacist must keep abreast of trends in market research in his industry, the procedures used, in order to face the challenges of this sector in continuous development with greater guarantees. For this reason, TECH has designed this Postgraduate Certificate in Market Research in the Pharmaceutical Industry.

In this way, the graduate will delve into _Business Intelligence_, demand analysis, market segmentation, the most current tools used to know the trends, as well as the study of prices, among other relevant aspects. All this, through the best pedagogical material and a theoretical-practical approach that provides great utility to the professional in his daily performance.

An ideal academic option for those who are looking for a complete update of their knowledge through a flexible university degree. And the fact is that, with no classroom attendance or rigid class schedules, the graduate will have greater freedom to self-manage their study time and reconcile it with their daily personal activities.

This **Postgraduate Certificate in Market Research in the Pharmaceutical Industry** 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 Pharmacy
- 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

You will comfortably delve into the different types of research and demand analysis in the Pharmaceutical Industry"

This Postgraduate Certificate will provide you with the skills to manage data, handle Business Intelligence tools and analyze patterns"

You will learn, in a short period of 6 weeks, how to detect the most profitable segments in the field of the Pharmaceutical Industry.

Thanks to this program you will perform competitive assessments within the pharmaceutical market with the latest technological tools available.

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 academic 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 qualification is to provide pharmacists with state-of-the-art knowledge and skills in the techniques and principles used to conduct market research in their industry. In order to achieve this purpose, professionals will have access to multiple innovative educational resources such as interactive summaries and in-depth videos. In addition, all of this material will be accessible from a virtual library, accessible 24 hours a day, with no restrictions whatsoever.

"
You will develop the ability to analyze trends, using the most powerful analytical tools available today"

General Objectives

- Acquire specialized knowledge in the Pharmaceutical Industry
- Deepen in the Pharmaceutical industry
- Delve into the latest developments in the Pharmaceutical Industry
- Understand the structure and function of the pharmaceutical industry
- Understand the competitive environment of the Pharmaceutical Industry
- Understand market research concepts and methodologies
- Use market research technologies and tools
- Develop sales skills specific to the Pharmaceutical Industry
- Understand the sales cycle in the Pharmaceutical Industry
- Analyze customer behavior and market needs
- Develop leadership skills
- Understand the specifics of management in the Pharmaceutical industry
- Apply project management techniques
- Understand the principles and fundamentals of marketing in the pharmaceutical industry

Specific Objectives

- Delve the concepts and methodologies of market research
- Develop skills in design and execution of research studies
- Delve into the Utilize market research from technologies and tools

"You will create a solid corporate image and manage the reputation of your Pharmaceutical company"

03
Course Management

In order to offer an updating process with the highest academic excellence, TECH has rigorously selected all the teachers who are part of this program. In this way, those pharmacists who decide to take this program will have the opportunity to access a curriculum developed by specialists in the field of the Pharmaceutical Industry and Digital Marketing. In this way, they will get a complete update from the best experts in the field.

Solve any doubts you may have about the content of this program with the excellent teaching team specialized in Digital Marketing that makes it up"

Management

Mr. Calderón, Carlos

- Director of Marketing and Advertising at Industrias Farmacéuticas Puerto Galiano S.A.
- Marketing and Advertising Consultant at Experiencia MKT
- Director of Marketing and Advertising at Marco Aldany
- CEO and creative director at C&C Advertising
- Director of Marketing and Advertising at Elsevier
- Creative Director at CPM Advertising and Marketing Consultants
- Advertising Technician by the CEV of Madrid

Mr. Expósito Esteban, Alejandro

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

04
Structure and Content

This program brings together the most up-to-date concepts in the field of Market Research in the Pharmaceutical Industry. In this syllabus, participants will delve into topics such as qualitative and quantitative research, segment analysis, corporate image or Machine Learning. Advanced content that will be much easier to consolidate thanks to the Relearning method and the wide range of teaching materials, available throughout the 6 weeks of this program.

Integrate the most successful pricing strategies into your daily performance and get more value from pharmaceutical products"

Module 1. Market Research in the Pharmaceutical Industry

Do you want to keep up to date with the most advanced technologies used in market research? Do it with TECH"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly 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.
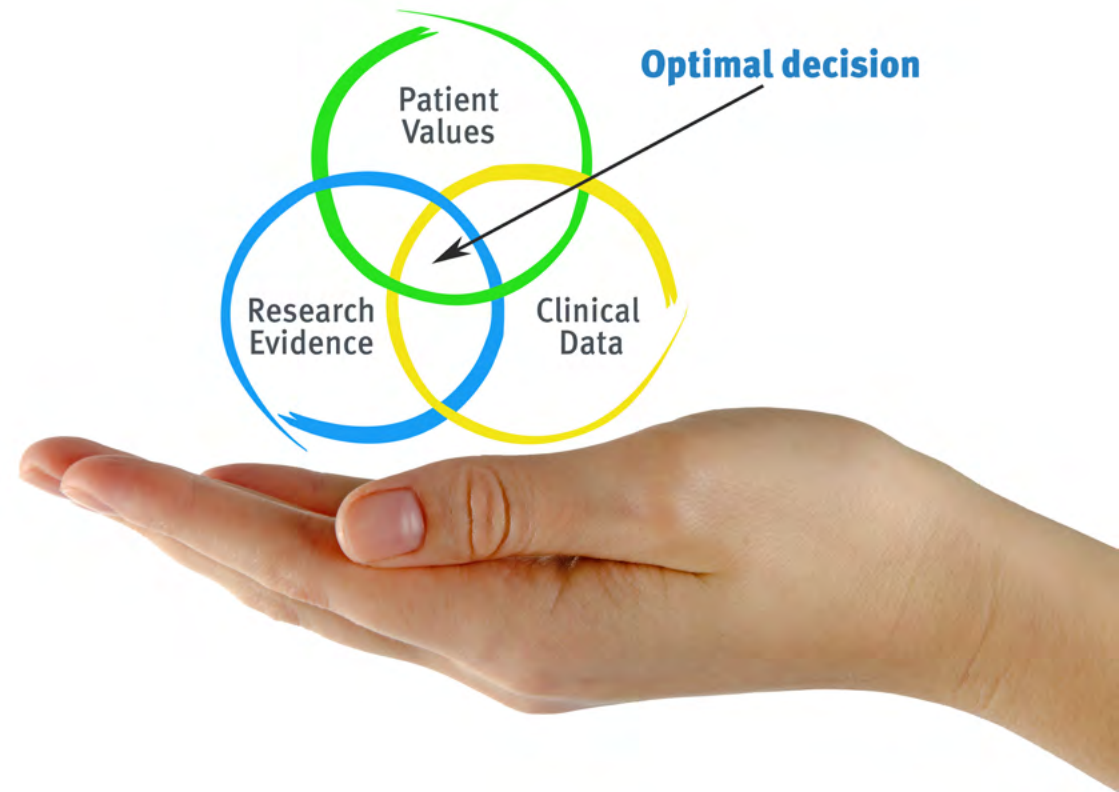
According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, attempting to recreate the actual conditions in a pharmacist's professional practice.

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. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their 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.

Our 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, which represent a real revolution with respect to simply studying and analyzing cases.

Pharmacists 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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 created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

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.

Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better 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 unique multimedia content presentation training system 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.

20%

15%

15%

3%

20%

17%

7%

3%

Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through 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 Market Research in the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Market Research in the Pharmaceutical Industry** 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 Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by TECH Technological University will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate Market Research in the Pharmaceutical Industry**
Official Nº of Hours: **150 h.**

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Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Market Research in the Pharmaceutical Industry

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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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