

# Postgraduate Certificate Pharmaceutical Marketing





## Postgraduate Certificate Pharmaceutical Marketing

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

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

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 18*

05

Methodology

---

*p. 22*

06

Certificate

---

*p. 30*

01

# Introduction

In today's marketplace, pharmacies must carve out and hold on to their market niche. In this context, marketing is an indispensable aspect that provides the necessary and essential visibility to the care, the product and the services. This program will provide all the tools that are needed in this area in a high quality specialization and will enable students to give a quality boost to their careers.



“

*All the aspects of marketing applied to pharmacy office operations in its most commercial and service-offering aspects”*

The increase in importance that the Pharmacy Office is achieving in recent times means that the need for specialization of its professionals is growing and becoming more and more demanding. The professional's knowledge should no longer be limited to mastering pharmacology and the pharmacist's knowledge in terms of healthcare, but requires skills that position them in the business landscape in a stable and competitive manner.

Through a study method proven to be efficient, you will be able to acquire skills in the areas of leadership and management, and, more specifically, in the marketing environment in the pharmacy office sector.

This **Postgraduate Certificate in Pharmaceutical Marketing** contains the most complete and up-to-date scientific program on the market. The main features are:

- ◆ Practical case studies presented by experts
- ◆ 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
- ◆ Latest innovations in the sector
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ 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



*Take a leap towards the highest quality with this Postgraduate Certificate in Pharmaceutical Marketing”*

“

*The best learning on the online teaching market in a program created specifically for professionals in the sector”*

Its teaching staff includes expert professionals who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide professionals with situated and contextualized learning, that is, a simulated environment that will provide immersive study set up to train them in real-life situations.

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

*A very complete and specialized program that will allow you to study without any trouble fitting it into your daily life.*

*Everything you need to know about marketing in the pharmacy office environment. Make the most of the opportunity and get up to date.*



# 02 Objectives

The objective of this comprehensive program is to accompany and encourage students in a process of professional growth that will allow them to reach another level of performance. With the most interesting and up-to-date knowledge of the moment in a program intensively focused on practical work.



PHAR



# PHARMACY

“

*Marketing for the Pharmacy Office, with a program of high educational impact”*



### General Objective

---

- ♦ Analyze marketing processes in the working environment of the pharmacy office

“

*Realistic goals that will turn into immediate job advancements”*





## Specific Objectives

---

- ◆ Study the fundamentals of pharmaceutical and relationship marketing
- ◆ Learn about market research in the Pharmacy Office
- ◆ Study Pharmaceutical Merchandising, advertising and promotion
- ◆ Learn the processes of digitalization of Pharmacy, Strategic Marketing and Micromarketing

# 03

# Course Management

This Postgraduate Certificate is an opportunity to learn from the best, with a teaching staff made up of professionals in the sector who will contribute their theoretical and practical knowledge to take you to the highest level of education in this field. With the latest and most effective teaching methods on the online teaching market.



“

*An unparalleled opportunity to learn and grow professionally, hand in hand with the best specialists in this field”*

## International Guest Director

Internationally recognized for developing innovative solutions during the COVID-19 pandemic, Katherine DeSanctis, Ph.D., is a leading Pharmacist specializing in Operational Management. Her approach excels in applying leadership strategies to train clinical specialists and optimize Pharmacy services in hospital settings.

In this way, she has an extensive career, which has allowed her to be part of renowned health institutions such as the Mass General Brigham in the United States. Among her main achievements, she has led the digital transformation in institutions to provide quality care to patients in their homes. This has made it possible to improve processes to enhance both efficiency and safety in the distribution of medicines.

In this regard, her work has been recognized on multiple occasions. For example, her management skills in times of crisis earned her an international award in the healthcare industry. Likewise, specialized publications such as Becker's Hospital Review have published articles on his work, highlighting her avant-garde mentality.

Among her most notable contributions, she created a dashboard during the SARS-CoV-2 outbreak to foster employee engagement and improve organizational culture. This system improved employee retention and increased their motivation to deal with this difficult period.

At the same time, she has combined this facet with her work as a Clinical Researcher. Her areas of interest include pharmaceutical technology, drug safety and management. In this respect, she actively collaborates with the Vizient Pharmacy Council. In this way, she shares her solid knowledge on platforms such as YouTube to increase professionals' understanding of areas such as drug preparation, central distribution or perioperative Pharmacies.



## Dr. DeSanctis, Katherine

---

- Director of Pharmacy Operations at Mass General Brigham, Massachusetts, United States
- Director of Massachusetts General Hospital
- Resident in Pharmacy Management in Health Systems at UW Health
- Doctorate in Pharmacy from University of Illinois at Chicago
- Master of Science degree from University of Wisconsin-Madison
- Bachelor of Science degree from Villanova University
- Member of:
  - American Society of Health-System Pharmacists
  - Massachusetts Society of Health-System Pharmacists
  - Vizient Board of Pharmacy



*Thanks to TECH, you will be able to learn with the best professionals in the world"*

## Management



### Ms. Auni3n Lavar3as, Mar3a Eugenia

- Degree in Pharmacy. University of Valencia
- Degree in Food Science and Technology. University of Valencia
- Author of Dietetic Management of excess weight in the Pharmacy Office. Ed. M3dica Panamericana
- Direction of the Postgraduate Certificate "Excess Weight Management in the Pharmacy Office", University of Barcelona. IL3 Institute for Continuous Education
- Head of Postgraduate Certificate "Dermocosmetics in the Pharmacy Office"
- University of Barcelona. IL3 Institute for Continuous Education





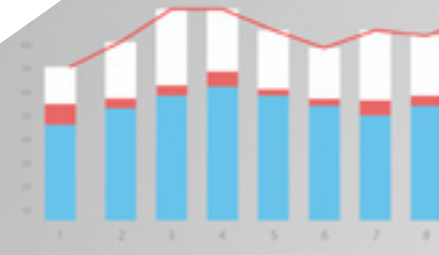
04

# Structure and Content

A compendium of knowledge created to give pharmacists the opportunity to catch up or incorporate the most advanced knowledge in Pharmaceutical Marketing on the current scene. With the confidence and solvency of the largest online university in the world.



B<sub>6</sub>

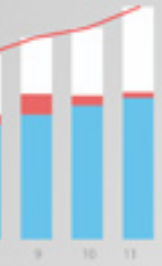


A

Q



D



**B**<sub>12</sub>



# QUALITY

“

*A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"*

**E**

**B**<sub>12</sub>

## Module 1. Pharmaceutical Marketing

- 1.1. Fundamentals of Marketing
- 1.2. Pharmaceutical and Relationship Marketing
- 1.3. Markets. Positioning
- 1.4. Market Research in the Pharmacy Office
- 1.5. Pharmaceutical Merchandising: Offers and Communication
- 1.6. Advertising and Promotion
- 1.7. Digitalization of Pharmacy: From 1.0 to 3.0
- 1.8. Strategic Marketing
- 1.9. Micromarketing





“

*A unique, key, and decisive training experience to boost your professional development”*

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.



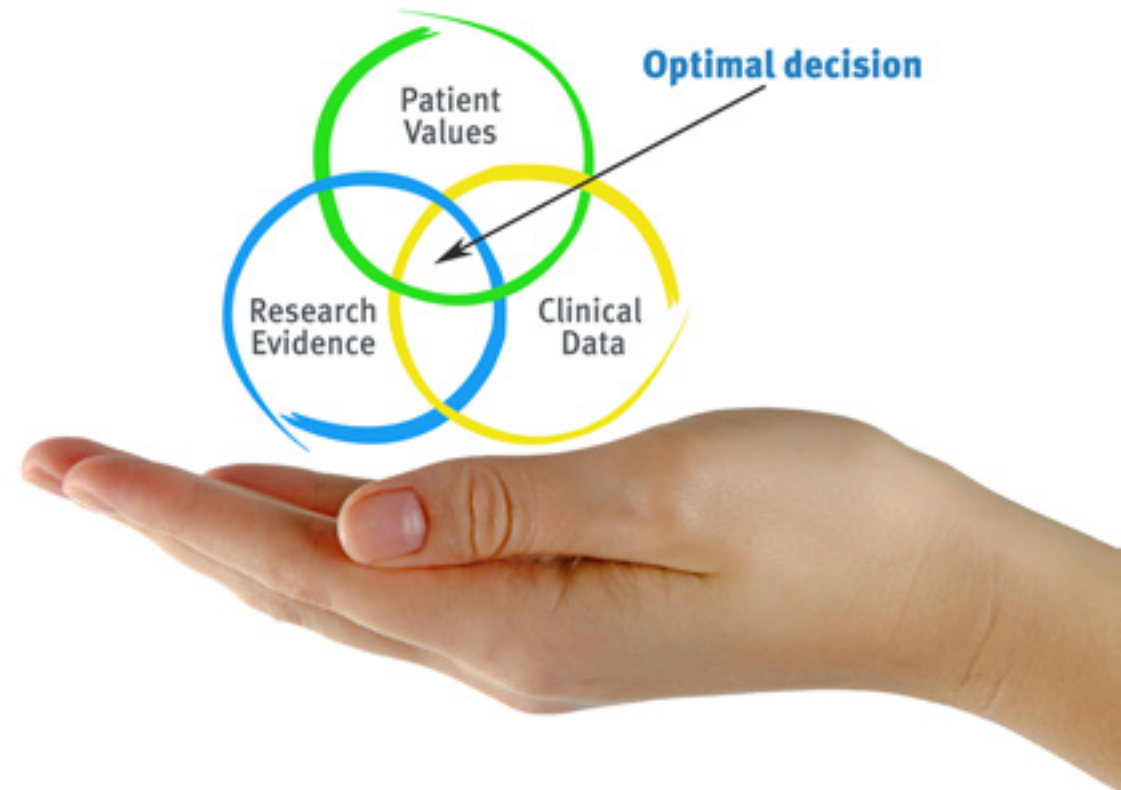
“

*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.*

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.





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



“

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

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

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

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

Title: **Postgraduate Certificate in Pharmaceutical Marketing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Postgraduate Certificate Pharmaceutical Marketing

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

# Postgraduate Certificate Pharmaceutical Marketing

