Postgraduate Diploma
Digital Marketing Applied to the Pharmaceutical Industry

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Postgraduate Diploma
Digital Marketing Applied to the Pharmaceutical Industry

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

Website: **www.techtitute.com/in/pharmacy/postgraduate-diploma/postgraduate-diploma-digital-marketing-applied-parmaceutical-industry**

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Introduction

The greater influence of people in the digital ecosystem has led the Pharmaceutical Industry to make a firm commitment to Marketing in this environment. For this reason, pharmacists must stay abreast of the latest trends in online marketing, the most effective strategies for reaching target audiences, as well as the tools used for market research. In this line, this 100% online TECH degree, which leads the graduate to deepen in the management of promotional campaigns. All this, in only 6 months of duration and through the most advanced content, elaborated by authentic specialists with a consolidated trajectory linked to Advertising and the pharmaceutical sector.

With TECH you will expand your Digital Marketing skills and apply its strategies in the pharmaceutical field"

The irruption of social networks and the appearance of profiles in these environments aimed at providing health and wellness information has led the pharmaceutical industry to direct its advertising efforts to this digital environment. For this reason, it is essential that all professionals in the sector are aware of the strategies used in email marketing, content creation or technological advances in the pharmaceutical industry that have revolutionized the way to develop products and offer digital health.

Faced with this continuous evolution, TECH has decided to develop this Postgraduate Diploma that will take students in just 6 months to perform a complete update on marketing management applied to the pharmaceutical field or the most sophisticated techniques in the field of market research.

An academic program that acquires greater dynamism thanks to multimedia resources (video summaries of each topic, videos in focus), specialized readings and case studies that can be accessed comfortably from any digital device with an Internet connection.

Likewise, thanks to the Relearning method, based on the continuous reiteration of key concepts, the graduate will reduce the long hours of study and memorization, achieving in a short time the consolidation of the key concepts addressed.

An excellent opportunity for progression through a flexible academic option that adapts to the needs of pharmacists and allows them to reconcile their daily activities with a quality university proposal.

This **Postgraduate Diploma in Digital Marketing Applied to 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

Thanks to this program you will be up to date with the advances obtained by the Pharmaceutical Industry with the application of Artificial Intelligence"

Learn more about Machine Learning used in market research and apply it to your Digital Marketing strategy"

You will be up to date with the most effective strategies used in e-Marketing, affiliate marketing and advertising, through this 100% online degree.

You will delve into the latest trends in health digitalization through the best multimedia didactic material.

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.

02
Objectives

Upon completion of this university qualification, the pharmacist will be aware of the most notorious advances in Digital Marketing Applied to the Pharmaceutical Industry. To achieve this goal, the program will allow the specialist to delve into the principles and fundamentals of marketing, analyze the impact of new technologies and develop skills in research design and execution. A process that will be much easier, thanks to the numerous didactic materials that make up the extensive virtual library of this program.

" *Dabble from the comfort of your home in advances in pharmacological development and patient support services"*

General Objectives

- Acquire specialized knowledge in the Pharmaceutical Industry
- Deepen your knowledge of 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

Module 1. Marketing Management applied to the Pharmaceutical Industry
- Introduce the principles and fundamentals of Marketing in the Pharmaceutical industry
- Develop skills in management of pharmaceutical products
- Address the use of digital marketing tools and techniques

Module 2. New technologies applied to pharmaceutical sector
- Delve into new technological trends in the Pharmaceutical Industry
- Analyze the impact of new technologies in the Pharmaceutical Industry
- Develop skills in the management of technological projects

Module 3. Market Research in the Pharmaceutical Industry
- 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

Delve into successful advertising campaigns such as "Got Milk" and "Share a Coke," while honing your skills in developing creative strategies tailored to the Pharmaceutical industry"

03

Course Management

This program is distinguished by the quality of its teaching staff, selected by TECH on the basis of their extensive professional experience and their mastery of Pharmaceutical Marketing. Therefore, students will have at their disposal a syllabus developed by real specialists, which will provide the most rigorous and up-to-date information in this field. In addition, thanks to their proximity, Pharmacist will be able to resolve any doubts that may arise regarding the content of this university program.

> *You will have a team of teachers who will provide you with high quality content on the latest trends in Pharmaceutical Marketing"*

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

D. 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.

Professors

Mr. González Suárez, Hugo

- Digital & Product Marketing Manager en Laboratorios ERN S.A.
- Product Marketing and Project Manager at Amgen
- Bachelor's degree in Biochemistry and Pharmacology from Cambridge International University
- PROFESSIONAL MASTER'S DEGREE in Marketing of the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- PROFESSIONAL MASTER'S DEGREE in Business Administration from ESNECA Business School

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

04
Structure and Content

This Postgraduate Diploma in Digital Marketing Applied to the Pharmaceutical Industry provides a complete study plan that comprehensively covers the strategies used in the online promotion of pharmacological products. In this sense, this academic syllabus also delves into key concepts such as online advertising, e-mail Marketing, Blockchain technology or Business Intelligence. All this, moreover, with content that is accessible 24 hours a day, 7 days a week.

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A personalized study plan with the Relearning method, to ensure an optimal update, without spending long hours memorizing concepts"

Module 1. Marketing Management applied to the Pharmaceutical Industry

1.1. Communication.
    1.1.1. Effective and efficient communication
    1.1.2. Participation in events
    1.1.3. Communication team
    1.1.4. Internal Communication
1.2. Advertising
    1.2.1. Print advertising
    1.2.2. Television advertisement
    1.2.3. Radio advertisement
    1.2.4. Social media advertisements
1.3. Direct marketing
    1.3.1. Direct mail
    1.3.2. Text messages
    1.3.3. Telephoning
    1.3.4. Loyalty Programs
1.4. e-Marketing
    1.4.1. Marketing partners
    1.4.2. Content Marketing
    1.4.3. Online advertising
1.5. Market trend research
    1.5.1. Technological innovations
    1.5.2. Epidemiological changes
    1.5.3. Access to emerging markets
    1.5.4. Digitalization in health
1.6. Differentiation
    1.6.1. Innovative medicines
    1.6.2. Improved formulations
    1.6.3. Safety approach
    1.6.4. Patient support services
1.7. Advertising campaigns
    1.7.1. Got Milk
    1.7.2. Share a coke
    1.7.3. The truth
    1.7.4. Like a girl

Module 2. New technologies applied to pharmaceutical sector

2.5. Intelligent medical devices
    2.5.1. Intelligent insulin pumps
    2.5.2. Connected glucose meters
    2.5.3. Intelligent inhalers
    2.5.4. Cardiac monitoring devices
2.6. 3D Printing
    2.6.1. Manufacture of personalized medicines
    2.6.2. Drug formulation
    2.6.3. Design of complex pharmaceutical forms
    2.6.4. Anatomical models
2.7. Nanotechnology
    2.7.1. Genetic Therapy
    2.7.2. Detection of Diseases
    2.7.3. Photothermal therapy
    2.7.4. Regenerative nanomedicine
2.8. Robotics
    2.8.1. Production line automation
    2.8.2. Drug synthesis
    2.8.3. Automated pharmacy
    2.8.4. Robots-Assisted Surgery
2.9. Biosensors
    2.9.1. Glucose biosensors
    2.9.2. PH biosensors
    2.9.3. Oxygen biosensors
    2.9.4. Oxygen biosensors
2.10. Augmented Reality
    2.10.1. Product promotion
    2.10.2. Training of professionals
    2.10.3. Dosage Guide
    2.10.4. Viewing medical data

Module 3. Market Research the Pharmaceutical Industry

3.1. Types of Market Research
    3.1.1. Qualitative Research
    3.1.2. Quantitative Research
    3.1.3. Types of Collection
    3.1.4. Design of Market Study
3.2. Business intelligence
    3.2.1. Data Management
    3.2.2. BI Tools
    3.2.3. Data Extraction
    3.2.4. Data upload
3.3. Demand Analysis
    3.3.1. Statistical Analysis
    3.3.2. Pattern analysis
    3.3.3. Segment analysis
    3.3.4. Factors Analysis
3.4. Market Segmentation
    3.4.1. Benefits of Segmentation. Therapy
    3.4.2. Segmentation Assessment
    3.4.3. Segmentation Techniques
    3.4.4. Demographics Variable Analysis
3.5. Competitor research
    3.5.1. Competitive structure analysis
    3.5.2. Direct competitor analysis
    3.5.3. Evaluation of competitive position
    3.5.4. Competitive Advantages
3.6. Trend Analysis
    3.6.1. Information Sources
    3.6.2. Analysis Tools
    3.6.3. Monitoring Trend
    3.6.4. Technological Trends
3.7. Corporate Image
    3.7.1. Corporate Image Benefits
    3.7.2. Key elements corporate image
    3.7.3. Reputation Management
    3.7.4. Corporate communication

Dig into consumer demands from your digital device with an Internet connection, covering aspects such as safety, efficiency, quality and accessibility"

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.
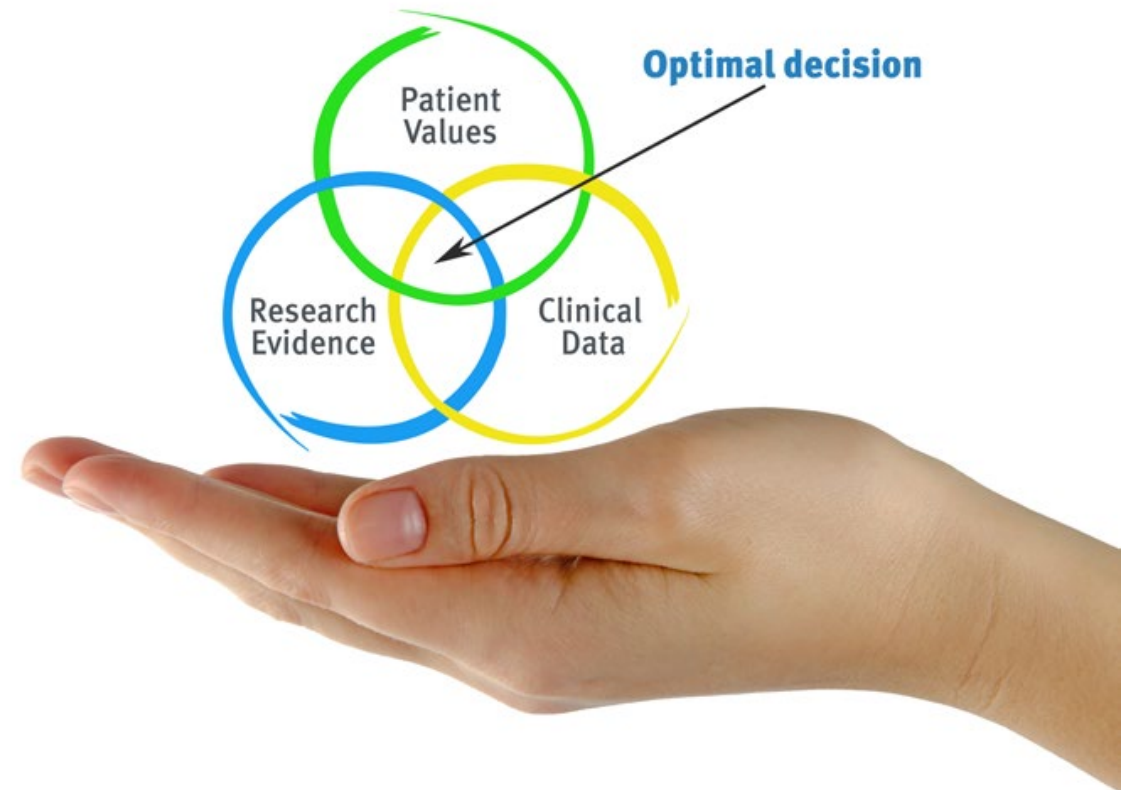
According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that 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.

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.
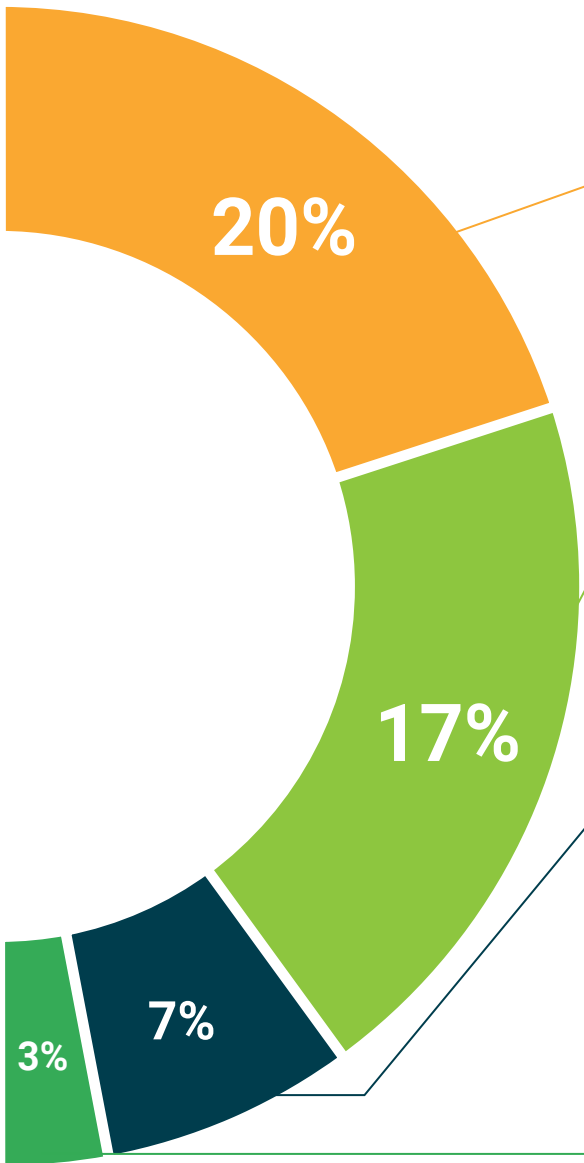
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".

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%
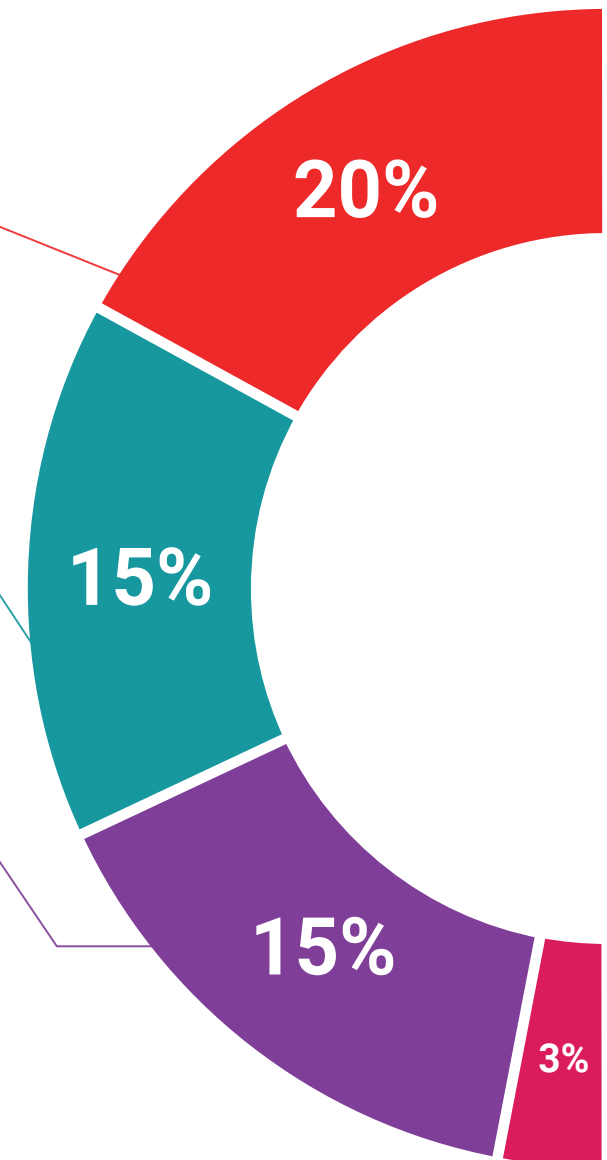
Expert-Led Case Studies and Case Analysis

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.

Certificate

The Postgraduate Diploma in Digital Marketing Applied to the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Diploma 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 Diploma in Digital Marketing Applied to 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 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 Applied to the Pharmaceutical Industry**

Official Nº of Hours: **450 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
Digital Marketing Applied to 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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