

# Professional Master's Degree

Commercial and Marketing Management  
in the Pharmaceutical Industry



## Professional Master's Degree Commercial and Marketing Management in the Pharmaceutical Industry

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/pharmacy/professional-master-degree/master-commercial-marketing-management-pharmaceutical-industry](http://www.techtute.com/in/pharmacy/professional-master-degree/master-commercial-marketing-management-pharmaceutical-industry)

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# 01

# Introduction

The pharmaceutical industry is one of the most powerful industries due to its impact not only on the health and well-being of people, but also on the economies of countries where the companies in the sector are based. Mastering the complexity of this environment, the characteristics of the products and the strategic lines for their marketing and promotion are key for pharmacists who wish to successfully operate in this area. For this reason, TECH has created this program that presents a 100% online methodology and the best pedagogical material in the current academic panorama. In this way, the graduate will get an update, which will allow them to manage departments and projects of great importance in this field.



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*TECH offer you a first class academic experience that will turn you into a specialist in Commercial Management focused on Pharmaceutical industry”*

In the Pharmaceutical Industry, Commercial Management and Marketing involve multiple departments, in charge of the exhaustive market research, the sales process or the planning of promotional campaigns through the different existing online and offline communication channels. Therefore, the collection of all this information and its application will enable the industry to successfully launch innovative products that meet the needs of the market.

In this scenario, it is essential to have pharmacists who, in addition to knowing the characteristics of the product itself, are aware of advances in other equally important areas for the implementation of effective promotion and sales projects. This Professional Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry, with 1,500 teaching hours, was created with this purpose in mind.

It is a program that provides students with the most rigorous, comprehensive information on coordinating teams or establishing strong relationships with other healthcare professionals and providers. It will also delve into the development and management of marketing lines of action and the new technologies that are transforming the sector.

To achieve this goal, the excellent specialized faculty that teaches this degree provides high quality content, complemented by multimedia resources, case study simulations and essential readings to further extend the agenda of this program.

The professional has a unique opportunity to obtain a complete update from real experts and through a flexible didactic methodology. All you need is a digital device with an Internet connection to view, at any time of the day, the content hosted on the virtual platform. In this way, this academic institution gives pharmacists total freedom to reconcile their daily activities with an avant-garde university proposal.

This **Professional Master's Degree in Commercial and Marketing Management 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 acquire knowledge about the structure and inner workings of the pharmaceutical industry, which will enable you to make strategic decisions"*

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*Acquire the skills necessary to conduct market research to uncover business opportunities within the industry”*

*With this qualification you will improve your sales skills and fully master the unique sales process in the pharmaceutical sector.*

*You will obtain the necessary competencies to lead and manage teams efficiently in the pharmaceutical field through this 100% online program.*

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

This Professional Master's Degree provides professionals with an update of their competencies and specialized skills in the Pharmaceutical Industry. In this way, graduates will lead and manage teams in this sector with expertise, handle finances and have the latest vision on market research. This will enable them to enhance their commercial management skills and face the challenges that this field presents on a daily basis. To achieve this, TECH makes the most advanced multimedia resources in the academic field available, in an extensive virtual library.





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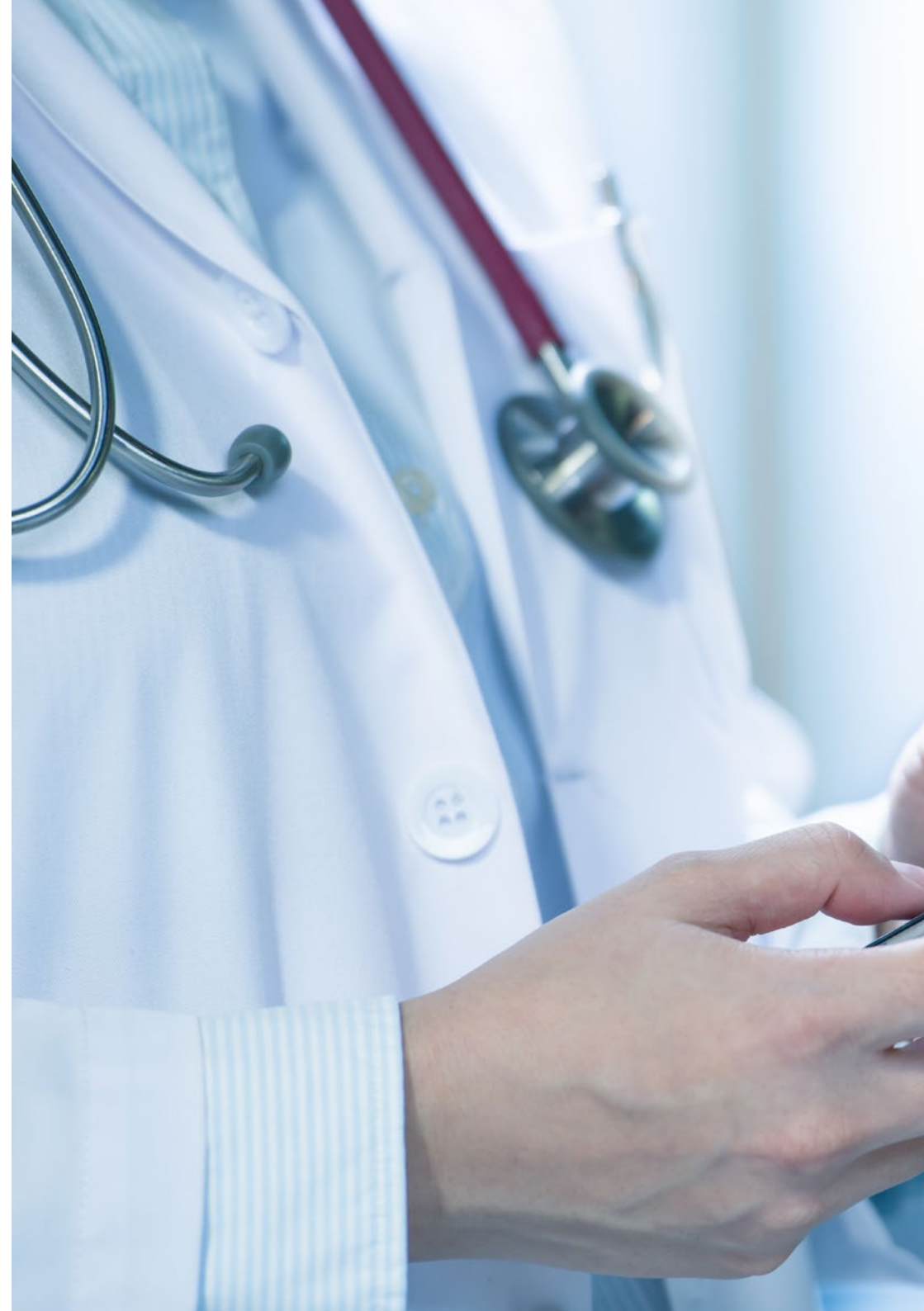
*Identify, throughout this program, the innovative strategies to elaborate a solid Marketing plan adapted to the Pharmaceutical Industry”*



## General Objectives

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- ◆ 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 functioning of the pharmaceutical industry
- ◆ Understand the competitive environment of the pharmaceutical industry
- ◆ Understand the concepts and methodologies of market research
- ◆ Utilize 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

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### Module 1. Pharmaceutical Industry

- ◆ Deepen in the Pharmaceutical industry
- ◆ Know the latest developments in the Pharmaceutical Industry
- ◆ Delve into clinical trials and regulatory approval

### Module 2. Current Trends in Nutrition

- ◆ Delve into the structure and functioning of the pharmaceutical industry
- ◆ Investigate the supply chain, the main actors and their interaction
- ◆ Understand the competitive environment of the pharmaceutical industry

### 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

### Module 4. Sales Process in the Pharmaceutical Industry

- ◆ Develop sales skills specific to the Pharmaceutical industry
- ◆ Investigate the the sales cycle in the Pharmaceutical industry
- ◆ Analyze customer behavior and market needs

#### Module 5. Leadership and Team Management in the Pharmaceutical Industry

- ♦ Develop leadership skills
- ♦ Analyze the specifics of management in the Pharmaceutical industry
- ♦ Apply project management techniques

#### Module 6. Pharmacist Marketing Plan

- ♦ Deepen the fundamentals of pharmaceutical marketing
- ♦ Develop skills in elaboration of marketing plans
- ♦ Delve into the characteristics and Necessity of the clients in the pharmaceutical industry

#### Module 7. Childhood Nutrition and Pathologies

- ♦ 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 8. 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 9. Finance for the Marketing Department**

- ◆ Delve into key financial concepts
- ◆ Apply Marketing project evaluation techniques
- ◆ Delve into the financial impact of marketing strategies

### **Module 10. The Consumer**

- ◆ Delve in consumer behavior
- ◆ Analyze the different market segments
- ◆ Research trends and changes in consumer habits
- ◆ Apply Market Research Techniques

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*Thanks to the 100% online mode of this Professional Master's Degree, you will be able to maximize your learning process from the comfort of your home"*

# 03 Skills

At the end of the 12 months of this Professional Master's Degree, the pharmacist will increase essential skills for the Commercial and Marketing Management in the Pharmaceutical Industry. In this way, experts will enhance competencies in areas such as advertising, financial planning, negotiation with suppliers and the implementation of new technologies in this field. These skills will allow you to increase your scope of action in this sector.



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*Integrate Marketing strategies for the pharmaceutical sector into your practice, thanks to case studies provided by experts in this field"*



## General Skills

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- Apply fundamentals of pharmaceutical marketing
- Develop skills in elaboration of marketing plans
- Analyze the characteristics and needs of customers in the Pharmaceutical industry
- Develop skills in design and execution of research studies
- Develop Competencies in management of pharmaceutical products
- Use digital marketing tools and techniques
- Design Marketing plans oriented to the sector
- Analyze the impact of the strategies and their financial implications for their execution



*It delves into the transformation of the pharmaceutical sector driven by new technologies and how you can leverage them to enhance your commercial work"*







## Specific Skills

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- ◆ Lead team management
- ◆ Implementing talent recruitment strategies
- ◆ Coordinate the promotion of projects in the pharmaceutical sector based on new technologies
- ◆ Apply economic-financial strategies in pharmaceutical marketing actions
- ◆ Enhance Quality Management
- ◆ Apply Marketing project evaluation techniques
- ◆ Assess the financial impact of marketing strategies
- ◆ Employ techniques for studying consumer behavior
- ◆ Establish effective actions for communication with health care professionals
- ◆ Evaluate sales performance and adjust strategy

04

# Course Management

With the aim of offering excellent teaching, TECH has assembled an experienced faculty for this program. Therefore, the graduate will have the certainty of having access to a study plan developed by renowned specialists in the pharmaceutical and marketing fields. This will allow the professional to advance by leaps and bounds in this industry under the guidance of leading experts. Also, thanks to the proximity of the teaching staff, you will be able to resolve any doubts you may have about the content of this program.





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*You will have at your disposal the most complete syllabus, elaborated by experts in Marketing and the Pharmaceutical Industry”*

## 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 McDonalds 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. Puerto Peña, Gustavo

- ◆ CEO at Industrias Farmacéuticas Puerto Galiano S.A
- ◆ Director Commercial and Administration. at Industrias Farmacéuticas Puerto Galiano S.A
- ◆ Director of Marketing at Industrias Farmacéuticas Puerto Galiano S.A
- ◆ Independent Board Members Program by ICADE Business School
- ◆ Degree in Business Administration from Universidad Complutense de Madrid
- ◆ Member of: ANEFP, Farmaindustry, ADEFAM

### Mr. García-Valdecasas Rodríguez de Rivera, Jesús

- ◆ Technical Pharmaceutical Director Arkopharma in Laboratories
- ◆ Technician Responsible for the Biocides and Cosmetics Area at Laboratorios Bohm
- ◆ Quality and Records Coordinator at Bohm Laboratories
- ◆ Director quality, developing and Regulatory Matters at Industrias Farmacéuticas Puerto Galiano S.A
- ◆ Responsible for Records/Technical Services at Arafarma Group S.A
- ◆ Degree in Pharmacy from the University of Alcalá
- ◆ Professional Master's Degree in Pharmaceutical and Parapharmaceutical Industry from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)

**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

**Mr. Cuadrado, Juan**

- ◆ Brand Manager & Adult Vaccination Lead at GSK
- ◆ Product Manager COVID-19 Therapeutics en GSK
- ◆ Marketing multicanal at GSK
- ◆ Product Manager at Cantabria Labs
- ◆ Medical Affairs Trainee at GSK
- ◆ Degree in Pharmacy from the Complutense University of Madrid
- ◆ MRes in Drug Discovery and Development from Imperial College London





**Mr. Rivera Madrigal, Víctor**

- ◆ Account Manager at EIMedical
- ◆ Medical Visitor at Innovasc Integral Solutions S.L
- ◆ Sales Specialist at UCC Europe
- ◆ Healthcare Marketing Technician

**Mr. Rodríguez Muñoz, Rubén**

- ◆ Director of Marketing of Vaccines at GSK
- ◆ Adult Vaccine Manager and Launch Lead at GSK
- ◆ Market Access Manager at Baxter International Inc
- ◆ Bayer Territorial Healthcare Manager
- ◆ Product Manager at Bayer
- ◆ Degree in Advertising and Public Relations from the ESIC Business School
- ◆ Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- ◆ Master's Degree in Health Evaluation and Market Access (Pharmacoeconomics), Universidad Carlos III de Madrid

05

# Structure and Content

The Professional Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry aims to provide experts with a complete and up-to-date perspective of the sales and promotion tactics and strategies used in this area. To achieve this, TECH implements one of the most advanced methodologies in the academic field, the Relearning system. In this way, the graduate will consolidate complex concepts with less effort and higher performance.





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*Through the Relearning method you will be able to reduce study time and strengthen your understanding of key concepts in the long run in an effective way"*

## Module 1. Pharmaceutical Industry

- 1.1. Pharmaceutical market
  - 1.1.1. Pharmaceutical market structure
  - 1.1.2. Pharmaceutical market players
  - 1.1.3. Pharmaceutical market fundamentals
  - 1.1.4. Pharmaceutical market development
- 1.2. Types of Products
  - 1.2.1. Oral drugs
  - 1.2.2. Injectable drugs
  - 1.2.3. Topical Drugs
  - 1.2.4. Inhaled drugs
- 1.3. Clinical Trials and Regulatory Approvals
  - 1.3.1. Clinical Trial Design
  - 1.3.2. Education of Clinical Trials
  - 1.3.3. Selections participating in clinical trial
  - 1.3.4. Methodology of clinical trials
- 1.4. Supply Chain
  - 1.4.1. Information Systems in Supply Chain
  - 1.4.2. Supply Chain Technology
  - 1.4.3. Cold chain management
  - 1.4.4. Transport and Logistics Management
- 1.5. Drugs Dispensing
  - 1.5.1. Distribution Channels
  - 1.5.2. Inventory Management
  - 1.5.3. Order Management
  - 1.5.4. Risk Management
- 1.6. Marketing
  - 1.6.1. Fundamentals of Marketing
  - 1.6.2. Competitive Analysis
  - 1.6.3. Positioning
  - 1.6.4. Health Professionals



- 1.7. Technological innovations in the pharmaceutical industry
  - 1.7.1. Disruptive Technologies
  - 1.7.2. Artificial Intelligence
  - 1.7.3. Big Data
  - 1.7.4. Bioinformatics
- 1.8. Price
  - 1.8.1. Cost Analysis
  - 1.8.2. Pricing strategies
  - 1.8.3. Pricing Policies
  - 1.8.4. Differential pricing
- 1.9. Drug manufacturing
  - 1.9.1. Good Manufacturing Practices
  - 1.9.2. Manufacture Process
  - 1.9.3. Sterilization techniques
  - 1.9.4. Process validation
- 1.10. Quality control of medicines
  - 1.10.1. Good Laboratory Practices
  - 1.10.2. Methods of Analysis Physicochemical
  - 1.10.3. Analytical Method
  - 1.10.4. Microbiological Analysis

## Module 2. Current Trends in Nutrition

- 2.1. Pharmacological development
  - 2.1.1. Drug discovery
  - 2.1.2. Pharmacokinetics
  - 2.1.3. Pharmacodynamics
  - 2.1.4. Pre-clinical trials
- 2.2. Pharmaceutical laboratory
  - 2.2.1. Good Laboratory Practices
  - 2.2.2. Laboratory equipment
    - 2.2.1. Laboratory instrumentation
    - 2.2.2. Microbiological Analysis

- 2.3. R&D&I:
  - 2.3.1. Screening techniques
  - 2.3.2. Validation techniques
  - 2.3.3. Rational design
  - 2.3.4. Medicinal chemistry
- 2.4. Patents
  - 2.4.1. Intellectual Property Fundamentals
  - 2.4.2. Patent application procedure
  - 2.4.3. Patentability analysis
  - 2.4.4. Protection strategies
- 2.5. Generics
  - 2.5.1. Therapeutic equivalence
  - 2.5.2. Bioequivalence
  - 2.5.3. Development Process
  - 2.5.4. Manufacture Process
- 2.6. Stock management
  - 2.6.1. Stock Control
  - 2.6.2. Inventory Management
  - 2.6.3. Demand forecasting methods
  - 2.6.4. Stock management software
- 2.7. Discounts
  - 2.7.1. Volume discounts
  - 2.7.2. Cash discounts
  - 2.7.3. Loyalty discounts
  - 2.7.4. Profitability analysis on discounts
- 2.8. Pharmaceutical industry value chain
  - 2.8.1. Risk Management
  - 2.8.2. Information technology
  - 2.8.3. Sustainability
  - 2.8.4. Social Responsibility

- 2.9. Strategic Partnerships
  - 2.9.1. Collaborations
  - 2.9.2. License agreements
  - 2.9.3. Joint Ventures
  - 2.9.4. Negotiation of strategic alliances
- 2.10. Regulatory agencies
  - 2.10.1. Post-marketing surveillance
  - 2.10.2. Regulatory audits
  - 2.10.3. Regulatory harmonization
  - 2.10.4. Mutual recognition of records

### Module 3. Market Research in 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
- 3.8. Pricing Trend
  - 3.8.1. Price Trend Analysis
  - 3.8.2. Price Trend Analysis Tools
  - 3.8.3. Analysis of International Price
  - 3.8.4. Value assessment
- 3.9. Market access study
  - 3.9.1. Key Factors
  - 3.9.2. Health Systems Analysis
  - 3.9.3. Funding Models
  - 3.9.4. Pricing Strategy
- 3.10. Latest technological trends in market research
  - 3.10.1. Machine Learning
  - 3.10.2. Massive Data Analysis
  - 3.10.3. Social Network Analytics
  - 3.10.4. Virtual reality

## Module 4. Sales Process in the Pharmaceutical Industry

- 4.1. Commercial Department Structure
  - 4.1.1. Hierarchical Structure
  - 4.1.2. Organizational Design
  - 4.1.3. Responsibility of the Sales Department
  - 4.1.4. Talent Management
- 4.2. Medical Visit
  - 4.2.1. Responsibilities of medical sales representative
  - 4.2.2. Ethics of health visitor
  - 4.2.3. Effective Communication
  - 4.2.4. Product knowledge
- 4.3. Point-of-sale promotional actions
  - 4.3.1. Objectives of actions
  - 4.3.2. Visual Merchandising
  - 4.3.3. Material management
  - 4.3.4. Impact assessment
- 4.4. Sales Techniques
  - 4.4.1. Principle of persuasion
  - 4.4.2. Negotiation skills
  - 4.4.3. Scientific update
  - 4.4.4. Handling objections
- 4.5. Sales communication
  - 4.5.1. Analysis of different channels
  - 4.5.2. Verbal Communication
  - 4.5.3. Non-Verbal Communication
  - 4.5.4. Written Communication
- 4.6. Loyalty Strategies
  - 4.6.1. Loyalty program
  - 4.6.2. Personalized customer service
  - 4.6.3. Follow-up programs
  - 4.6.4. Therapeutic compliance programs

- 4.7. Customer tracking
  - 4.7.1. Customer tracking tools
  - 4.7.2. Satisfaction
  - 4.7.3. Communication Techniques
  - 4.7.4. Use of data
- 4.8. Sales Cycle Analysis
  - 4.8.1. Data interpretation
  - 4.8.2. Cycle analysis
  - 4.8.3. Sales cycle planning
  - 4.8.4. Sales Cycle Management
- 4.9. Sales performance evaluation
  - 4.9.1. KPI Performance Indicators
  - 4.9.2. Efficiency Analysis
  - 4.9.3. Productivity Assessment
  - 4.9.4. Evaluation of product profitability
- 4.10. Technological tools for sales
  - 4.10.1. Customer Relationship Management (CRM)
  - 4.10.2. Sales Force Automation
  - 4.10.3. Optimization of routes
  - 4.10.4. eCommerce Platforms

## Module 5. Leadership and Team Management in the Pharmaceutical Industry

- 5.1. Leadership in the Pharmaceutical industry
  - 5.1.1. Leadership trends and challenges
  - 5.1.2. Transformational Leadership
  - 5.1.3. Leadership in Risk Management
  - 5.1.4. Leadership in Continuous Improvement
- 5.2. Talent Management
  - 5.2.1. Recruitment strategies
  - 5.2.2. Profile development
  - 5.2.3. Succession planning

- 5.3. Team development and training
  - 5.3.1. GMP Good Manufacturing Practices
  - 5.3.2. Technical skills development
  - 5.3.3. Safety training
  - 5.3.4. R&D development
- 5.4. Internal communication strategies
  - 5.4.1. Development of an open communication culture
  - 5.4.2. Communication of objectives and strategies
  - 5.4.3. Communication of organizational changes
  - 5.4.4. Communication of policies and procedures
- 5.5. Performance Management
  - 5.5.1. Establishment of clear goals and objectives
  - 5.5.2. Definition of Performance Indicators
  - 5.5.3. Continuous Feedback
  - 5.5.4. Performance Evaluation
- 5.6. Change Management
  - 5.6.1. Diagnosis of the need for change
  - 5.6.2. Effective communication of change
  - 5.6.3. Creating a sense of urgency
  - 5.6.4. Identification of change leaders
- 5.7. Quality Management
  - 5.7.1. Definition of quality standards
  - 5.7.2. Implement of quality management system
  - 5.7.3. Quality Control in Production
  - 5.7.4. Supplier Management
- 5.8. Management of the marketing Budget
  - 5.8.1. Strategic Marketing Planning
  - 5.8.2. Establishment of the total marketing budget
  - 5.8.3. Budget distribution by marketing channels
  - 5.8.4. Investment Return Analysis (ROI)

- 5.9. Planning and execution of marketing campaigns
  - 5.9.1. Market and target audience analysis
  - 5.9.2. Establishment of campaign objectives
  - 5.9.3. Marketing strategy development
  - 5.9.4. Marketing channel selection
- 5.10. Market news update
  - 5.10.1. Market trend analysis
  - 5.10.2. Competitor monitoring
  - 5.10.3. Follow-up on new developments in the sector
  - 5.10.4. Participation in events and conferences

## Module 6. Pharmacist Marketing Plan

- 6.1. Basics of Pharmacist Marketing Plan
  - 6.1.1. Analysis of the environment
  - 6.1.2. Opportunities
  - 6.1.3. Threats
  - 6.1.4. Implementation
- 6.2. Marketing plan objectives
  - 6.2.1. SMART Objectives
  - 6.2.2. Market penetration objectives
  - 6.2.3. Sales growth targets
  - 6.2.4. Customer Loyalty Objective
- 6.3. The general strategy of marketing plan
  - 6.3.1. Vision definition
  - 6.3.2. Objectives setting
  - 6.3.3. Marketing Plan Tools
  - 6.3.4. Conclusions
- 6.4. OTC Marketing
  - 6.4.1. Analysis of OTC products market
  - 6.4.2. Develop the Strategy
  - 6.4.3. Packaging design
  - 6.4.4. Expansion strategy development

- 6.5. Consumer care marketing
  - 6.5.1. Branding
  - 6.5.2. Digital Marketing
  - 6.5.3. Definition of key strategies
  - 6.5.4. Conclusions
- 6.6. Medical Marketing
  - 6.6.1. Specific needs
  - 6.6.2. Public Relations
  - 6.6.3. Medical conference management
  - 6.6.4. Strategies for clinics
- 6.7. Marketing of nutritional components
  - 6.7.1. Performance measurement
  - 6.7.2. Nutritional Marketing Trends
  - 6.7.3. Nutritional Marketing Advances
  - 6.7.4. Conclusions
- 6.8. Marketing of generic products
  - 6.8.1. Consumer education
  - 6.8.2. Branding and labeling
  - 6.8.3. PPV
  - 6.8.4. Conclusions
- 6.9. Marketing of hospital products
  - 6.9.1. Identify the target market
  - 6.9.2. Supplier collaboration
  - 6.9.3. Demonstrations
  - 6.9.4. Conclusions
- 6.10. Digital Marketing in the Pharmaceutical Industry
  - 6.10.1. Search Engine Optimization
  - 6.10.2. PPC
  - 6.10.3. Mobile Marketing Strategies
  - 6.10.4. E-mail Marketing

## Module 7. Childhood Nutrition and Pathologies

- 7.1. Nutrition of Children with Oral Pathologies
  - 7.1.1. Effective and efficient communication
  - 7.1.2. Participation in events
  - 7.1.3. Communication team
  - 7.1.4. Internal Communication
- 7.2. Advertising
  - 7.2.1. Print advertising
  - 7.2.2. Television advertisement
  - 7.2.3. Radio advertisement
  - 7.2.4. Social media advertisements
- 7.3. Direct marketing
  - 7.3.1. Direct mail
  - 7.3.2. Text messages
  - 7.3.3. Telephoning
  - 7.3.4. Loyalty Programs
- 7.4. e-Marketing
  - 7.4.1. Marketing partners
  - 7.4.2. Content Marketing
  - 7.4.3. Online advertising
- 7.5. Market trend research
  - 7.5.1. Technological innovations
  - 7.5.2. Epidemiological changes
  - 7.5.3. Access to emerging markets
  - 7.5.4. Digitalization in health
- 7.6. Differentiation
  - 7.6.1. Innovative medicines
  - 7.6.2. Improved formulations
  - 7.6.3. Safety approach
  - 7.6.4. Patient support services

- 7.7. Advertising campaigns
  - 7.7.1. Got Milk
  - 7.7.2. Share a coke
  - 7.7.3. The truth
  - 7.7.4. Like a girl
- 7.8. Content creation
  - 7.8.1. Scientific publications
  - 7.8.2. Educational materials
  - 7.8.3. Online content
  - 7.8.4. Webinars
- 7.9. Consumer needs
  - 7.9.1. Security/Safety
  - 7.9.2. Efficacy
  - 7.9.3. Quality
  - 7.9.4. Accessibility
- 7.10. Consumer Behavior
  - 7.10.1. Health problems
  - 7.10.2. Medical influence
  - 7.10.3. Information research
  - 7.10.4. Previous experiences

## Module 8. New Technologies applied to Pharmaceutical Sector

- 8.1. Artificial Intelligence AI
  - 8.1.1. Drug discovery
  - 8.1.2. Clinical Research
  - 8.1.3. Medical analysis
  - 8.1.4. Personalized therapy
- 8.2. Blockchain Technology
  - 8.2.1. Supply Chain
  - 8.2.2. Traceability
  - 8.2.3. Authentication
  - 8.2.4. Data Management

- 8.3. Big Data
  - 8.3.1. Genomic data
  - 8.3.2. Molecular data
  - 8.3.3. Clinical data
  - 8.3.4. Data Analysis
- 8.4. Digital Health
  - 8.4.1. Mobile Applications
  - 8.4.2. Telemedicine
  - 8.4.3. Virtual Consultations
  - 8.4.4. Online communities
- 8.5. Intelligent medical devices
  - 8.5.1. Intelligent insulin pumps
  - 8.5.2. Connected glucose meters
  - 8.5.3. Intelligent inhalers
  - 8.5.4. Cardiac monitoring devices
- 8.6. 3D Printing
  - 8.6.1. Manufacture of personalized medicines
  - 8.6.2. Drug formulation
  - 8.6.3. Design of complex pharmaceutical forms
  - 8.6.4. Anatomical models
- 8.7. Nanotechnology
  - 8.7.1. Genetic Therapy
  - 8.7.2. Detection of Diseases
  - 8.7.3. Photothermal therapy
  - 8.7.4. Regenerative nanomedicine
- 8.8. Robotics
  - 8.8.1. Production line automation
  - 8.8.2. Drug synthesis
  - 8.8.3. Automated pharmacy
  - 8.8.4. Robots-Assisted Surgery



- 8.9. Biosensors
  - 8.9.1. Glucose biosensors
  - 8.9.2. PH biosensors
  - 8.9.3. Oxygen biosensors
  - 8.9.4. Oxygen biosensors
- 8.10. Augmented Reality
  - 8.10.1. Product promotion
  - 8.10.2. Training of professionals
  - 8.10.3. Dosage Guide
  - 8.10.4. Viewing medical data

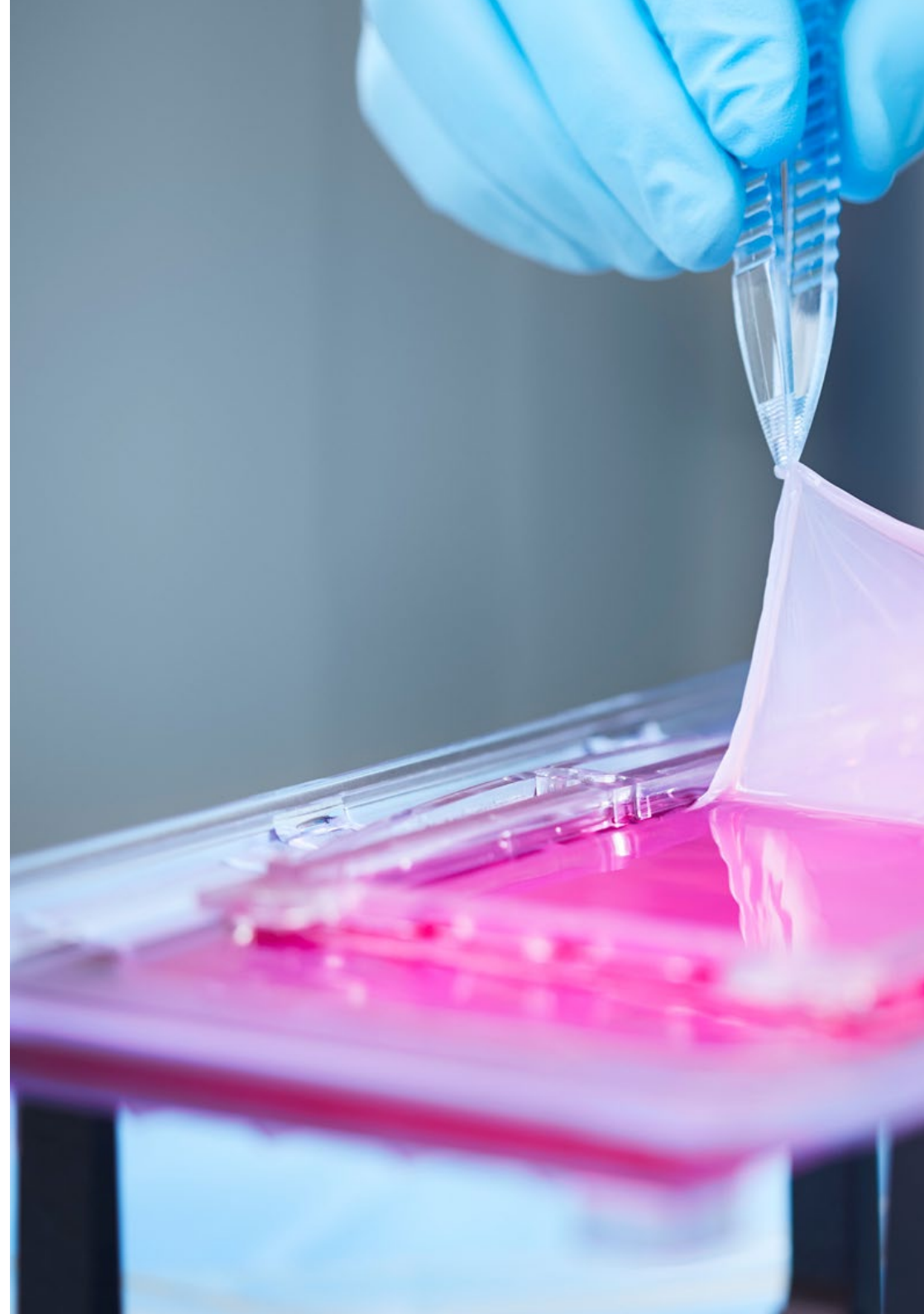
## Module 9. Finance for the Marketing Department

- 9.1. Marketing Budget
  - 9.1.1. Traditional advertising
  - 9.1.2. Digital Marketing
  - 9.1.3. Relationship with The Media
  - 9.1.4. Public Relations
- 9.2. Cost and Benefit Analysis
  - 9.2.1. ACE
  - 9.2.2. ACU
  - 9.2.3. ACB
  - 9.2.4. ACM
- 9.3. Performance measurement
  - 9.3.1. Market Share
  - 9.3.2. Return Investment
  - 9.3.3. Research and development
  - 9.3.4. Operational efficiency
- 9.4. Financial Planning
  - 9.4.1. Budget
  - 9.4.2. Inventory Management
  - 9.4.3. Risk Management
  - 9.4.4. Capitalization

- 9.5. Financial Risk Management
  - 9.5.1. Product diversification
  - 9.5.2. Supply Chain Management
  - 9.5.3. Financial risk hedging
  - 9.5.4. Conclusions
- 9.6. Profitability
  - 9.6.1. Production efficiency
  - 9.6.2. Marketing Strategies
  - 9.6.3. Geographic expansion
  - 9.6.4. Conclusions
- 9.7. Future investments
  - 9.7.1. Risk Analysis
  - 9.7.2. Market opportunity
  - 9.7.3. Choice of the moment
  - 9.7.4. Conclusions
- 9.8. Financial resources of the company
  - 9.8.1. Equity capital
  - 9.8.2. Debt financing
  - 9.8.3. Venture capital
  - 9.8.4. Subsidies
- 9.9. Return on investment
  - 9.9.1. Patents
  - 9.9.2. Research
  - 9.9.3. Analysis
  - 9.9.4. Conclusions
- 9.10. Viability of new products
  - 9.10.1. Efficiency and safety
  - 9.10.2. Demand
  - 9.10.3. Offer
  - 9.10.4. Intellectual Property

## Module 10. The Consumer

- 10.1. Knowing the consumer
  - 10.1.1. Sales Date Analysis
  - 10.1.2. Consumer profile
  - 10.1.3. Public Opinion Research
  - 10.1.4. Customer satisfaction study
- 10.2. Trend in demand
  - 10.2.1. Aging population
  - 10.2.2. Health awareness
  - 10.2.3. Technological Advances
  - 10.2.4. Preventive Medicine
- 10.3. Effective Communication
  - 10.3.1. Clear messages
  - 10.3.2. Scientific information
  - 10.3.3. Transparency
  - 10.3.4. Bidirectional Communication
- 10.4. Previous Work Experience
  - 10.4.1. Pharmaceutical Manufacturing
  - 10.4.2. Pharmacovigilance
  - 10.4.3. Reimbursement
  - 10.4.4. Data Analytics
- 10.5. Product accessibility
  - 10.5.1. Product packaging
  - 10.5.2. Information in Braille
  - 10.5.3. Unit dose containers
  - 10.5.4. Format adaptation
- 10.6. Consumer education
  - 10.6.1. Adherence promotion
  - 10.6.2. Safe use of over-the-counter medicines
  - 10.6.3. Chronic disease education
  - 10.6.4. Side Effects





- 10.7. Creation of Products
  - 10.7.1. Preclinical Development
  - 10.7.2. Clinical Trials
  - 10.7.3. Manufacture
  - 10.7.4. Packaging and labeling
- 10.8. The Relationship between Doctor and Patients
  - 10.8.1. Open Communication
  - 10.8.2. Transparent communication
  - 10.8.3. Making shared Decisions
  - 10.8.4. Respect and empathy
- 10.9. Social Responsibility
  - 10.9.1. Ethics
  - 10.9.2. Social Responsibility
  - 10.9.3. Environmental Sustainability
  - 10.9.4. Transparency and Accountability
- 10.10. Technological influence
  - 10.10.1. Research and development
  - 10.10.2. Precision Medicine
  - 10.10.3. Data Security
  - 10.10.4. Machine Learning

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*With this academic experience you will update your skills for the design of a commercial strategic plan according to the needs of the pharmaceutical sector”*

06

# 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.



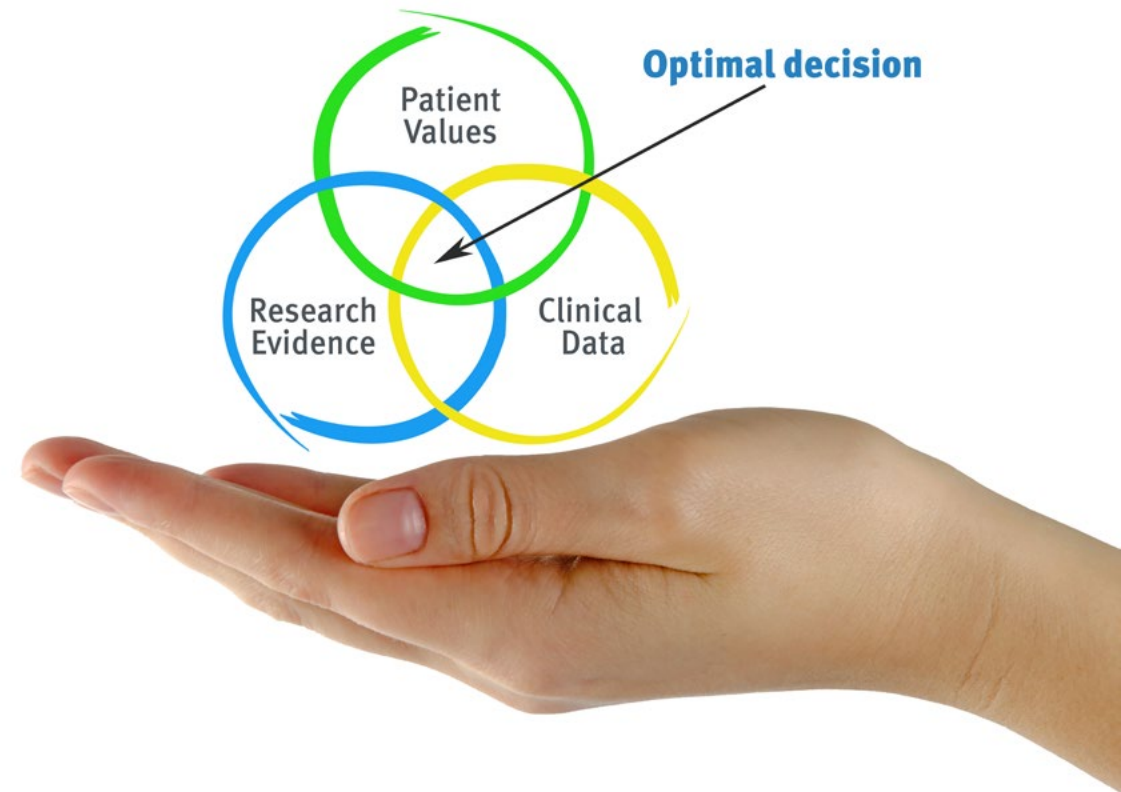


*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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

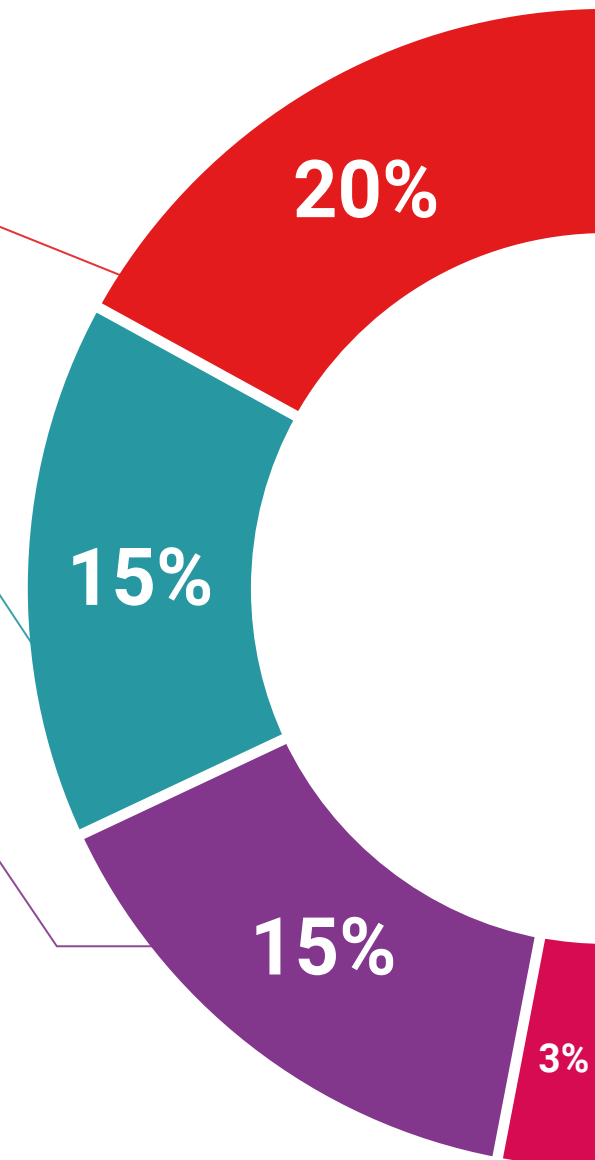
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

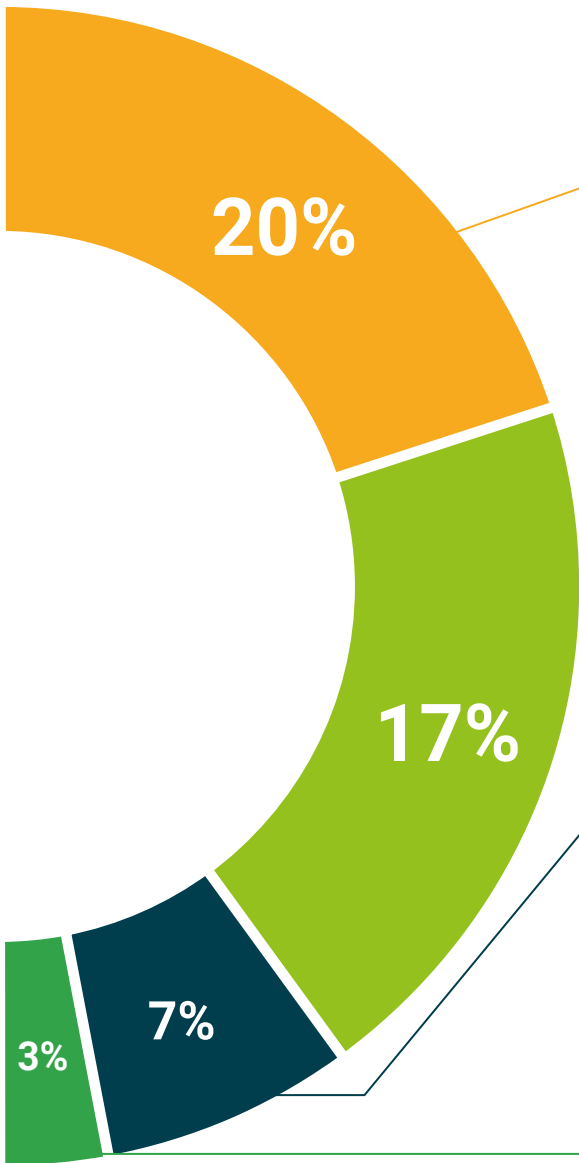
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### 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.



07

# Certificate

The Professional Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma 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"*

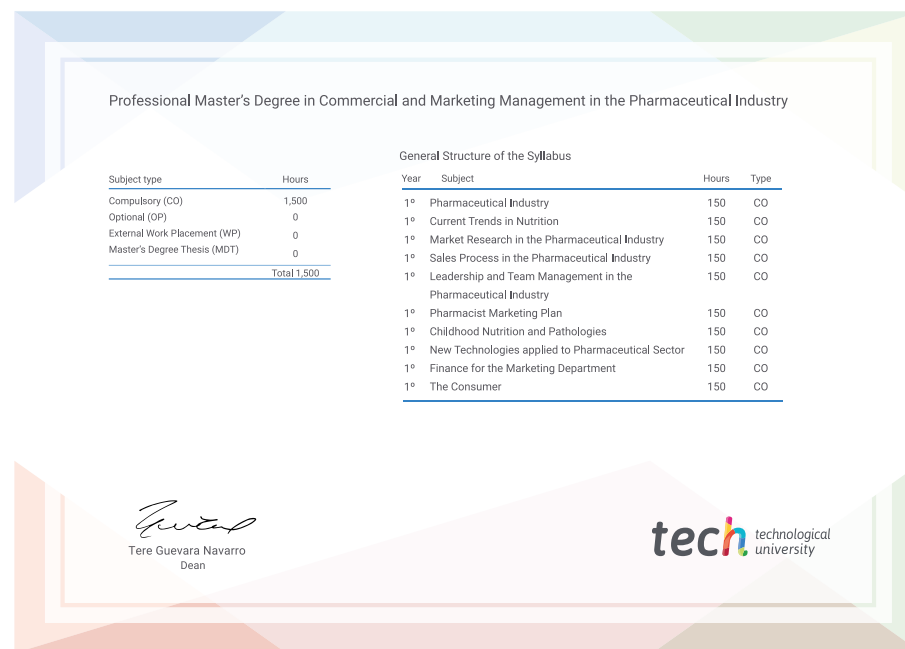
This **Professional Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry** contains the most complete and up-to-date scientific on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry**

Official N° of Hours: **1,500 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.

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



## Professional Master's Degree

Commercial and Marketing  
Management in the  
Pharmaceutical Industry

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree

## Commercial and Marketing Management in the Pharmaceutical Industry

