

Postgraduate Certificate Market Research in the Pharmaceutical Industry





Postgraduate Certificate Market Research in the Pharmaceutical Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously completed any of the qualifications in the fields of Engineering, Computer in the field of Engineering, Computer Economy, Marketing and Pharmacist Administration

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/market-research-pharmaceutical-industry

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01 Welcome

Market research in the pharmaceutical field is essential to understand the requirements of patients and physicians, as well as for product development. In this context, mastering the techniques, tools and methods used in research are essential to detect business opportunities and obstacles in the commercialization of products. For this reason, TECH has created a 100% online program, with the necessary flexibility so that the professional can carry out his daily work and learning without being restricted by pre-established schedules. In addition, thanks to the content developed by top-level teachers in this field, students will receive an education that will enhance their research skills.



Postgraduate Certificate Market Research in the Pharmaceutical Industry
TECH Global University



“

You will fully master the design of market research studies in the pharmaceutical sector with this postgraduate certificate from TECH”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

The purpose of this program is to provide students with the most rigorous and up-to-date information on the methods and concepts used to carry out market research in the pharmaceutical industry. For this purpose, the graduate has at his disposal innovative pedagogical material in which TECH has used the latest technology applied to university teaching. Likewise, in this process you will have a specialized teacher who will solve any doubts you may have about the content of this program.



“

Delve into Business Intelligence and discover how to manage data strategically thanks to this Postgraduate Certificate"

**TECH makes the goals of their students their own goals too
Working together to achieve them**

The **Postgraduate Certificate in Market Research in the Pharmaceutical Industry** will enable students to:

01

Acquire specialized knowledge in the
Pharmaceutical Industry

02

Deepen your knowledge of the
Pharmaceutical Industry

03

Delve into the latest developments
in the Pharmaceutical Industry

04

Understand the structure and operation of
the pharmaceutical industry



05

Understand the competitive environment of the Pharmaceutical Industry

06

Understand market research concepts and methodologies

07

Use market research technologies and tools

08

Develop sales skills specific to the Pharmaceutical Industry



09

Understand the sales cycle in
the Pharmaceutical Industry

10

Analyze customer behavior and market
needs

11

Develop leadership skills





12

Understand the specifics of management in the Pharmaceutical industry

13

Apply project management techniques

14

Understand the principles and fundamentals of marketing in the pharmaceutical industry

05

Structure and Content

This program will provide professionals with a solid understanding of Market Research in the Pharmaceutical Industry. In this program, students will delve into concepts such as the types of studies in this field, *Business Intelligence* or the latest technologies applied to this field.

In order to achieve this learning process in a comfortable way, you will also have at your disposal an extensive library of resources, accessible 24 hours a day.



“

*Extensive additional material
is available in the virtual library
to complement this learning
process”*

Syllabus

TECH has developed this program in Market Research in the Pharmaceutical Industry with the objective of providing graduates with the indispensable knowledge and skills to achieve success in this sector. To this end, it has created innovative content ranging from demand analysis and market segmentation to corporate image. All this, in only 6 weeks of duration and with the best multimedia content.

In this way, the program will offer the essential tools and knowledge for professionals to obtain an advanced, close and real vision of how market research works and thus develop strategies consistent with the results. A process that will lead you to identify business opportunities and efficiently manage the challenges of this industry.

With this approach and the 100% online pedagogical format, graduates will be able to successfully complete this academic journey without neglecting their daily personal activities. The flexibility of this program will allow the graduate to access the syllabus whenever and wherever they wish, from a technological device with an Internet connection.

This program is developed over 6 weeks and consists of 1 module:

Module 1

Market Research in the Pharmaceutical Industry



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Market Research in the Pharmaceutical Industry a totally online way. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Market Research in the Pharmaceutical Industry

1.1. Types of Market Research

- 1.1.1. Qualitative Research
- 1.1.2. Quantitative Research
- 1.1.3. Types of collection
- 1.1.4. Design of Market Study

1.2. Business intelligence

- 1.2.1. Data Management
- 1.2.2. BI Tools
- 1.2.3. Data Extraction
- 1.2.4. Data upload

1.3. Demand Analysis

- 1.3.1. Statistical Analysis
- 1.3.2. Pattern analysis
- 1.3.3. Segment analysis
- 1.3.4. Factors Analysis

1.4. Market Segmentation

- 1.4.1. Benefits of Segmentation. Therapy
- 1.4.2. Segmentation Assessment
- 1.4.3. Segmentation Techniques
- 1.4.4. Demographics Variable Analysis

1.5. Competitor research

- 1.5.1. Competitive structure analysis
- 1.5.2. Direct competitor analysis
- 1.5.3. Evaluation of competitive position
- 1.5.4. Competitive Advantages

1.6. Trend Analysis

- 1.6.1. Information Sources
- 1.6.2. Analysis Tools
- 1.6.3. Monitoring Trend
- 1.6.4. Technological Trends

1.7. Corporate Image

- 1.7.1. Corporate Image Benefits
- 1.7.2. Key elements corporate image
- 1.7.3. Reputation Management
- 1.7.4. Corporate communication

1.8. Pricing Trend

- 1.8.1. Price Trend Analysis
- 1.8.2. Price Trend Analysis Tools
- 1.8.3. Analysis of International Price
- 1.8.4. Value assessment

1.9. Market access study

- 1.9.1. Key Factors
- 1.9.2. Health Systems Analysis
- 1.9.3. Funding Models
- 1.9.4. Pricing Strategy

1.10. Latest technological trends in market research

- 1.10.1. Machine Learning
- 1.10.2. Massive Data Analysis
- 1.10.3. Social Network Analytics
- 1.10.4. Virtual reality



“

The flexibility of this program will allow the graduate to access the syllabus whenever and wherever they wish, from a technological device with an Internet connection”

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"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“ *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic 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.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

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

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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.



07

Our Students' Profiles

The Postgraduate Certificate is aimed at university graduates who have previously completed a program in the field of Business, Economics, Marketing and Pharmaceuticals.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Likewise, professionals who, being university graduates in any area, have two years of work experience in the pharmaceutical or Digital Marketing field, may take the Postgraduate Certificate.



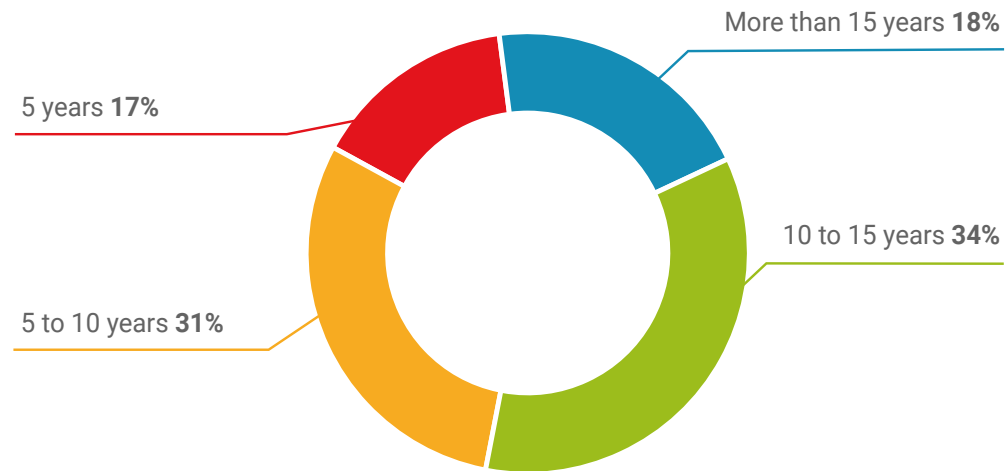
“

The theoretical and practical perspective of this program in Market Research in the Pharmaceutical Industry will allow you to apply the concepts addressed in this program from day one"

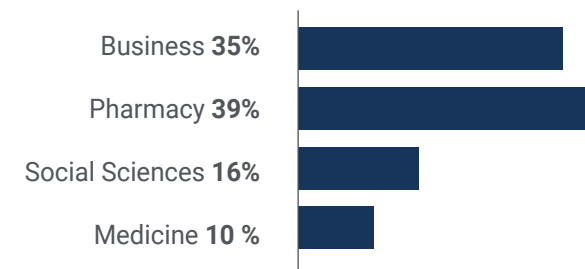
Average Age

Between **35** and **45** years old

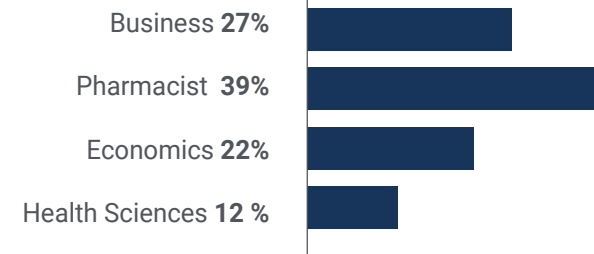
Years of Experience



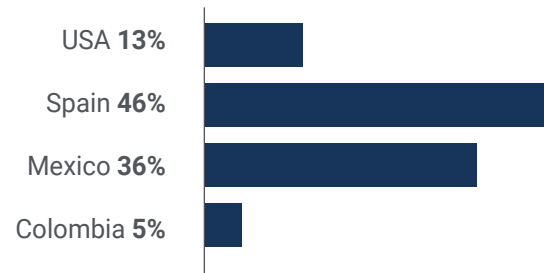
Training



Academic Profile



Geographical Distribution



Isabel Otero

SEO Consultant

"Studying this program has allowed me to further expand my knowledge of the pharmaceutical sector, market research methods and the latest trends in this field. All this, has led me to grow in my professional career and to have a knowledge of great practical application"

08

Course Management

TECH combines its efforts to offer students a quality education. To fulfill this commitment, TECH rigorously selects each and every one of the teachers that make up its qualifications. For this reason, the professional who takes this Postgraduate Certificate will have access to a syllabus developed by specialists in the field of Pharmaceutical Industry and Digital Marketing. In this way, the graduate will achieve a high level of learning from the hands of real experts.





“

Distinguished experts with a consolidated track record in the pharmaceutical sector will answer any questions you may have about the content of this program"

Management



D. 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 McDonalds Spain
- ♦ Director of Alliances and Channels at *Microma The Service Group*
- ♦ Director of After Sales Services at *Pc City Spain S.A.U.*



09

Impact on Your Career

Upon completion of this program, the professional will achieve a significant change in their career. The theoretical and practical knowledge covered in this program will be very useful for their performance in the area of market research. In this way, his mastery of the pharmaceutical industry will enable him to position himself as a specialist in a competitive and highly complex field.





“

Integrate the latest knowledge on corporate image management into your practice and build a solid reputation”

Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Market Research in Pharmaceutical Industry is an intensive program that prepares you to face challenges and business decisions in business and pharmaceuticals. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

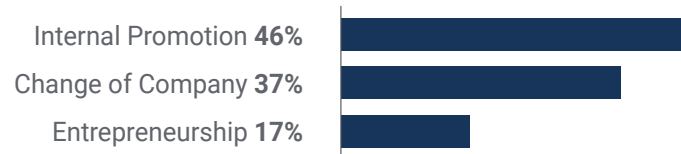
Design effective pricing strategies to monetize the opportunities presented by the pharmaceutical industry.

Use specialized tools that allow you to maximize the value of your products for the pharmaceutical field.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **27.19%** for our students



10

Benefits for Your Company

The graduate of this Postgraduate Certificate will benefit the company for which they work with specialized knowledge in market research, allowing them to make decisions based on data. Likewise, they will contribute their great skills for the analysis of current and future trends in this sector, identifying profitable business opportunities.

All this will improve the competitiveness of companies in a sector in constant evolution.





“

Incorporate the latest advances in Machine Learning, massive data analysis, social networks and virtual reality into your projects in the pharmaceutical sector"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Nombre del Programa 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 Market Research in the Pharmaceutical Industry** 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 Market Research in the Pharmaceutical Industry**

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.



Postgraduate Certificate Market Research in the Pharmaceutical Industry

- » Modality: online
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- » Schedule: at your own pace
- » Exams: online

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