# Postgraduate Certificate
## Marketing Management Applied to the Pharmaceutical Industry

*tech* technological university

# tech technological university

## Postgraduate Certificate
## Marketing Management Applied
## to the Pharmaceutical Industry

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» 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.techtitute.com/pk/school-of-business/postgraduate-certificate/marketing-management-applied-pharmaceutical-industry**

# Index

# 01
# Welcome

In the promotion of new products, market monitoring and analysis, consumer behavior and communication channels to reach the consumer are essential in Marketing. If this applies to the pharmaceutical sector, it is even more necessary to have specialized professionals who know both the industry and the most effective strategies to reach patients and health care professionals. For this reason, this 100% online TECH qualification was created to provide research techniques and the latest trends in the use of marketing tactics focused on the pharmaceutical industry. To achieve this goal, students are provided with content prepared by excellent experts in this sector and the best multimedia didactic material.

Postgraduate Certificate Marketing Management Applied to the Pharmaceutical Industry
TECH Technological University

*Become an expert in Marketing applied to the Pharmaceutical Industry with this program designed for you"*

# 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 Technological 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.

tech

*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 Technological University community.

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

# 04
# Objectives

This program aims to provide the professional with the knowledge and skills necessary to effectively lead Marketing Management in the pharmaceutical sector. In this way, you will be aware of the latest trends in advertising, brand positioning, adapted to this industry. During this academic course, the graduate will be able to improve their competencies in this area and increase their field of work.

*"In a short time you will master the main communication channels to create marketing campaigns for the pharmaceutical sector"*

**TECH makes the goals of their students their own goals too
Working together to achieve them**
The **Postgraduate Certificate in Marketing Management Applied to the Pharmaceutical Industry** will enable students to:

**01** Acquire specialized knowledge in the Pharmaceutical Industry

**04** Understand the structure and operation of the pharmaceutical industry

**02** Deepen your knowledge of the Pharmaceutical Industry

**03** Delve into the latest developments in 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

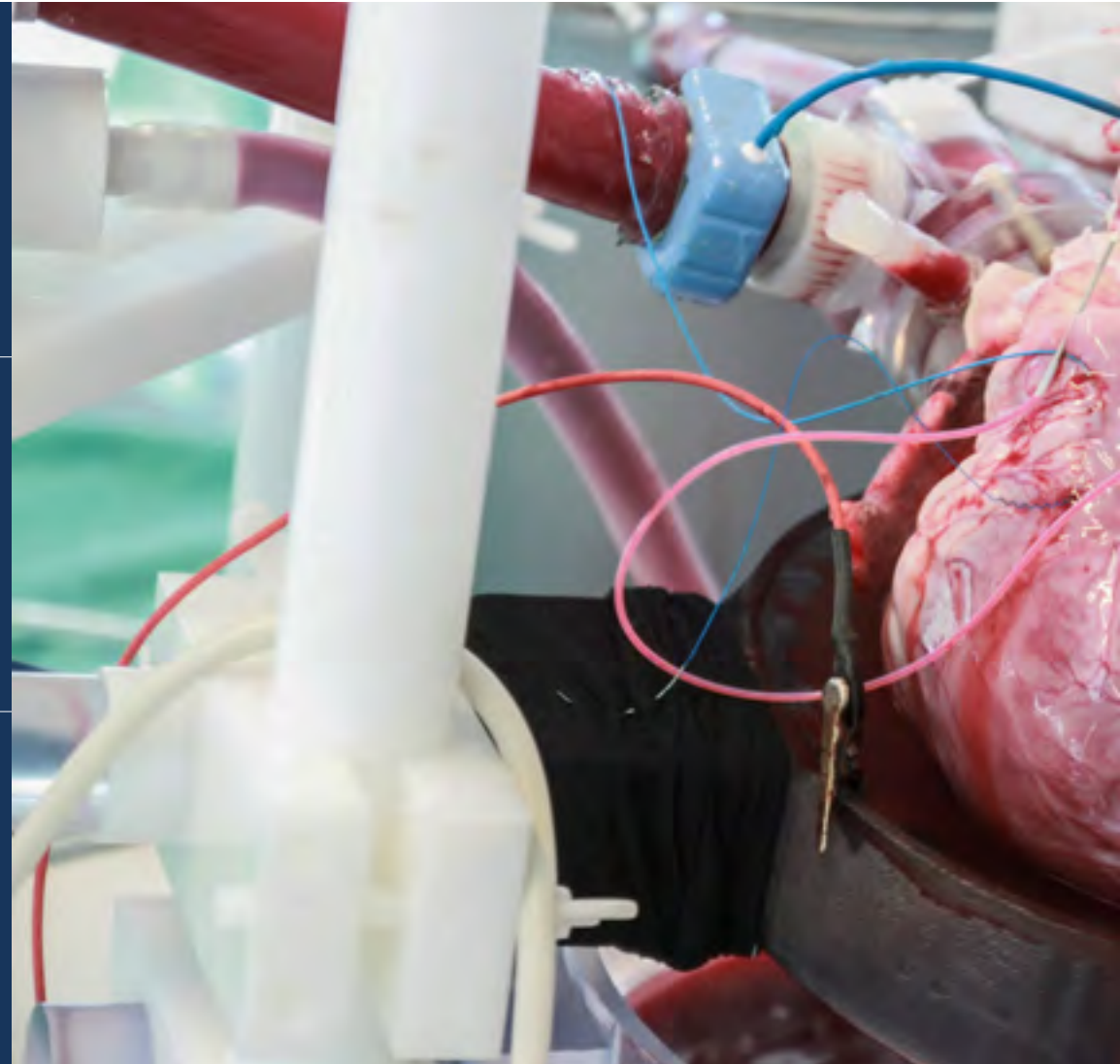**08**  Develop sales skills specific to the Pharmaceutical Industry

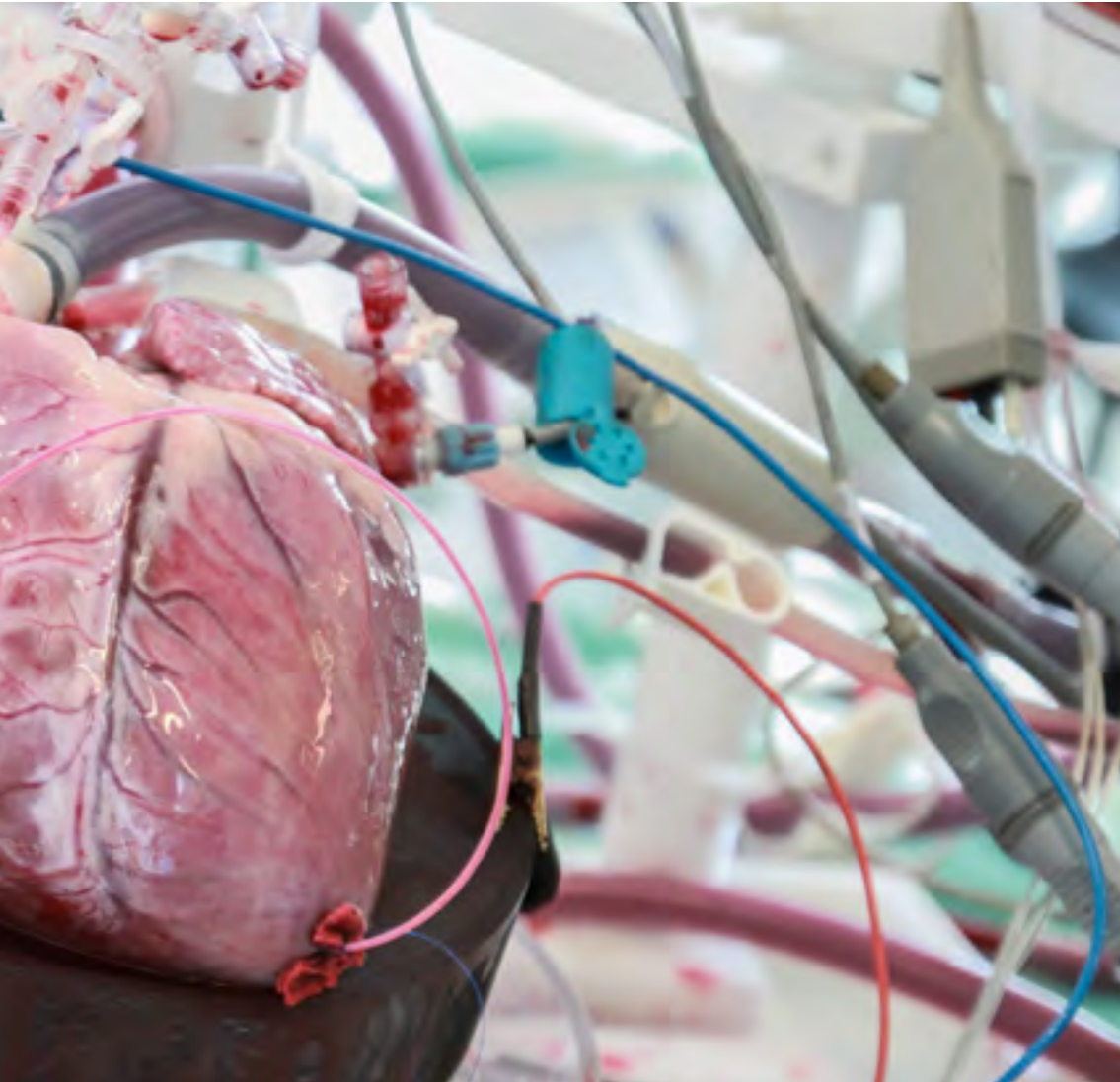**09** Understand the sales cycle in the Pharmaceutical Industry

**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

The contents included in this program will offer the business professional an updated vision in the field of Marketing Management Applied to the Pharmaceutical Industry. In this way, the professional will be able to improve their skills in the preparation of advertising promotion campaigns and create market studies. For this purpose, TECH provides the best teaching material in the current academic panorama.

*"A complete study plan that will get you up to speed in no time with the most effective strategies in Marketing Applied to the Pharmaceutical Industry"*

## Syllabus

The syllabus of this postgraduate certificate will lead students to delve into the strategic planning, tactical implementation and control of marketing activities to promote and market pharmaceutical products effectively. In addition, during the 150 hours that make up this program, you will delve into the techniques and tools used to understand the customer, develop appropriate strategies and use marketing tactics to achieve successful results in this highly regulated and competitive industry.

It is an advanced program that provides rigorous and current information through the best multimedia didactic material. In this sense, video summaries, in-depth videos, case studies and specialized readings will add dynamism to this learning process.

Likewise, thanks to the Relearning method, based on the continuous reiteration of key concepts, it will help the professional to reduce study hours and consolidate learning.

Students are offered a flexible postgraduate certificate that will allow them to access the program whenever and wherever they wish. All you need is an electronic device with an Internet connection to view, at any time of the day, the content hosted on the virtual platform.

This Postgraduate Certificate is developed over 6 weeks and consists of 1 module

| Module 1 | Marketing Management applied to the Pharmaceutical Industry |
| --- | --- |

## Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Marketing Management Applied to the Pharmaceutical Industry in 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. 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

**1.8. Content creation**
1.8.1. Scientific publications
1.8.2. Educational materials
1.8.3. Online content
1.8.4. Webinars

**1.9. Consumer needs**
1.9.1. Security/Safety
1.9.2. Efficacy
1.9.3. Quality
1.9.4. Accessibility

**1.10. Consumer Behavior**
1.10.1. Health problems
1.10.2. Medical influence
1.10.3. Information research
1.10.4. Previous experiences

*Advance at your own pace and stay up to date with TECH's innovative teaching method"*

# 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.*

## 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.

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

## 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.

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)

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.

**30%**

**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.

**10%**

**8%**

**3%**

**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.

**30%**

**15%**

**4%**

### 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.

# 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.

The Postgraduate Certificate can may also taken by professionals who, being university graduates in any field, have two years of work experience in the field of pharmacist or of Digital Marketing
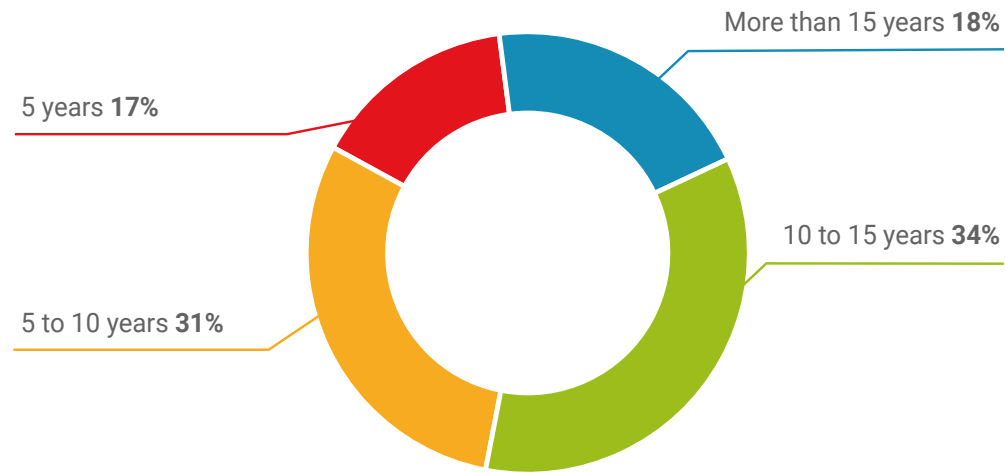
*Keep abreast of technological innovations in the pharmaceutical sector and squeeze them into your next marketing campaign"*

## Average Age

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

## Years of Experience

More than 15 years **18%**

5 years **17%**

10 to 15 years **34%**

5 to 10 years **31%**

## Training

Business **35%**
Social Sciences **39%**
Marketing **16%**
Pharmacist **10%**

## Academic Profile

Business **27%**
Economics **39%**
Marketing **22%**
Pharmacist **12%**
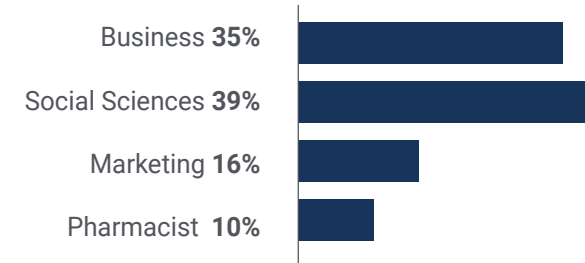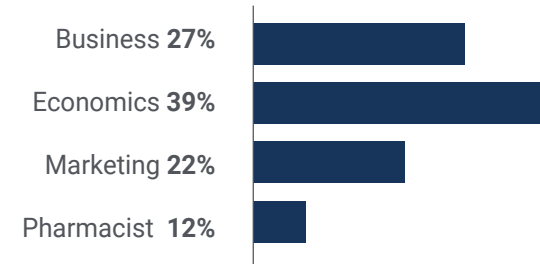
## Geographical Distribution

USA **13%**
Spain **46%**
Mexico **36%**
Colombia  **5%**
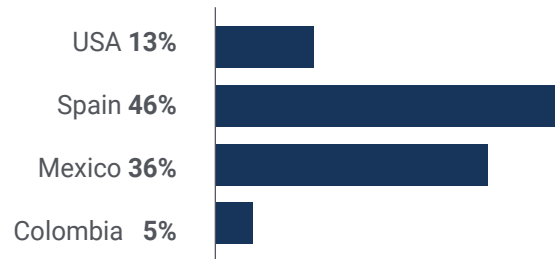
# Raúl Ramos

**Expert in the Athlete Marketing**

*"Thanks to this Postgraduate Certificate I got the boost I was looking for within the pharmaceutical sector. Managing marketing strategies in such a competitive sector requires specialization and this has been excellent. The faculty has created a program that provides current knowledge and a practical vision of great utility in any project oriented to this sector"*

# Course Management

This academic institution has brought together in this program a top-level management and teaching staff in the field of Digital Marketing, with extensive experience in the pharmaceutical sector.
Their deep knowledge is evident in an exhaustive syllabus, which provides a theoretical-practical approach of great direct application.
In addition, given the proximity of the faculty, the graduate will be able to resolve any doubts they may have about the content of this Postgraduate Certificate.

*Distinguished pharma and Digital Marketing professionals provide you with valuable content for your professional growth"*

## 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 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

*TECH has carefully selected the faculty for this program so that you can learn from today's top specialists"*

# Impact on Your Career

Upon completion of this program, the professional will obtain a significant change in his or her career, as it will broaden their progression options and allow them to stand out in a highly demanded field. In addition, you will acquire specialized competencies to continue progressing and be at the forefront of the most effective Marketing practices and strategies in the Pharmaceutical industry. In this way, you will improve your skills in identifying market demands, analyzing the competition and evaluating the strategies implemented.

"

*Achieve your professional aspirations in the area of Pharmaceutical Marketing thanks to this postgraduate certificate"*

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

The Postgraduate Certificate in Marketing Management Applied to the 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.

*Add to your competencies, key skills to draw promotional lines for pharmaceutical products.*

*Take a step further in your career in the Marketing sector with the help of real experts.*

## When the change occurs

| During the program **12%** | During the first year **64%** | After 2 years **24%** |

## Type of change

Internal Promotion **46%**

Change of Company **37%**

Entrepreneurship **17%**
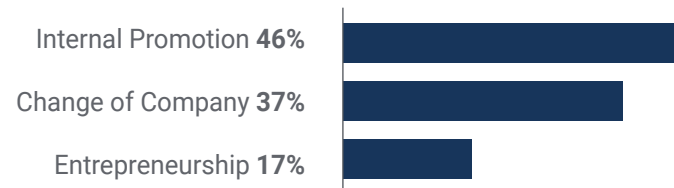
## Salary increase

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

| Salary before | A salary increase of | Salary after |
|:---:|:---:|:---:|
| **$ 57,000** | **27.19%** | **$ 72,500** |

10

# Benefits for Your Company

The professional who completes this program will be able to offer the organization multiple advantages when developing highly efficient marketing strategies, thus strengthening its competitiveness. It will also establish strong connections with health care professionals and foster innovation and adaptation to market changes. These beneficial aspects will contribute significantly to the company's growth and success in the pharmaceutical sector.

" *Contribute your marketing expertise to the expansion of pharmaceutical companies*"

**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 Marketing Management Applied to the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma qualification issued by TECH Technological University.

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

This **Postgraduate Certificate in Marketing Management Applied to the Pharmaceutical Industry** contains the most complete and up-to-date program.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Certificate in Marketing Management Applied to the Pharmaceutical Industry**

Official Nº of Hours: **150 h.**

**tech** technological university

Awards the following
**CERTIFICATE**
to

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

**POSTGRADUATE CERTIFICATE**
in

Marketing Management Applied to the Pharmaceutical Industry

This is a qualification awarded by this University, equivalent to 150 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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