

Postgraduate Certificate Marketing in Pharma Biotech





Postgraduate Certificate Marketing in Pharma Biotech

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry

Website: www.techtute.com/in/school-of-business/postgraduate-certificate/marketing-pharma-biotech

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 20

06

Methodology

p. 26

07

Our Students' Profiles

p. 34

08

Course Management

p. 38

09

Impact on Your Career

p. 42

10

Benefits for Your Company

p. 46

11

Certificate

p. 50

01

Welcome

When promoting pharmaceutical products, they must comply with local and international laws and regulations, as well as with the requirements of regulatory agencies. This implies that companies must be careful in their communication and advertising to ensure that information is accurate, balanced and supported by sound scientific evidence. For this reason, it has become crucial for the business professional to be at the forefront with marketing and promotion strategies. In this context, TECH has created a 100% online program that offers maximum flexibility, allowing students to combine a quality education with other aspects of their daily and work life, without being subject to fixed schedules.



Postgraduate Certificate in Utility Tokens.
TECH Technological University



“

You will differentiate key concepts such as omnichannel and engagement, to impact the current market in the pharmaceutical industry”

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 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:



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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



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"

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 Technological 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 knowledge and skills required in marketing for the pharmaceutical and biotechnology industries. In this way, the professional will effectively promote products and services in this field, ensuring regulatory compliance and using strategies based on market research and analysis.

Consolidate your leadership



“

You will master the most effective marketing strategies and reach your target audience, thanks to TECH”

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

The **Postgraduate Certificate in Marketing in Pharma Biotech** enables the student to:

01

Acquire knowledge about the history of strategic Management

04

Optimize working capital management

02

Categorize the different definitions over time

03

Assess financial efficiency

05

Understand the different types of health care systems, such as public, private/private insurance, and private health care



06

Assess unmet patient needs and chronicity management

08

Know the structure, organization and functions of the National Health System

09

Delve into the steps involved in planning the market of a new drug

07

Understand what Market Access is and how the need for this function arises in the pharmaceutical industry

10

Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors



11

Know the capabilities and ethics of the Coach

12

Understand the essence of coaching and its focus on learning

13

Acquire basic knowledge of the fundamental concepts of leadership and their application in the pharmaceutical industry





14

Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models

15

Achieve an effective tool to achieve results

16

Define unique and differentiated value propositions

05

Structure and Content

This program provides professionals with a solid understanding of fundamental strategic concepts in the pharmaceutical and biotechnology environment. In this sense, it will offer a comprehensive approach to the fundamentals and applications of marketing in this sector. Fundamental concepts such as segmentation, positioning and targeting will be addressed, as well as the importance of market research. The text will explore in detail the 4Ps of the marketing-mix and how they apply in the context of the pharmaceutical industry, along with key topics such as brand management, neuromarketing and effective communication.



“

*You will manage online communities
and harness their power to build lasting
customer-company relationships”*

Syllabus

With this in mind, TECH has developed a Postgraduate Certificate in Marketing in Pharma Biotech, which covers key aspects of this constantly evolving industry. In this program, you will examine essential aspects of marketing, such as e-commerce and the use of metrics to assess performance.

In addition, the commercialization phases of products and services in the pharmaceutical industry will be analyzed, considering their strategic importance. Furthermore, special attention will be devoted to customer relationship management and loyalty strategies will be explored, recognizing that these aspects are crucial to success in this field.

Furthermore, this program will comprehensively address key concepts such as branding, communication, digital marketing, marketing and relationship management. As a fundamental tool, it provides participants with the ability to understand and apply effective marketing strategies in the pharmaceutical and biotechnology fields. In this way, professionals will be prepared to face the challenges and take advantage of the opportunities in this dynamic industry.

To ensure efficient learning, this program will be offered in a 100% online format. In this way, students will have the advantage of enjoying a diversity of multimedia resources, including specialized texts and interactive summaries, housed in a virtual library that will be made available to the student. In addition, the Relearning method will be used, in this way ensuring an enriching and effective learning experience.

In addition to this, the virtual modality will allow participants to access the content at any time and place, without geographical restrictions. They will only need to have a device with Internet access to actively participate in the program.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module:

Module 1

Marketing in Pharma Biotech



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Marketing in Pharma Biotech completely online. 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 in Pharma Biotech

1.1. Omnichannel, Impacts and Engagement

- 1.1.1. Impact Marketing
- 1.1.2. General Channels and Social Networks
- 1.1.3. Community Management:
- 1.1.4. E-detailing and CRM in The Digital Environment
- 1.1.5. Programmed Advertising
- 1.1.6. Analytics and Business Indicators

1.2. Segmentation, Positioning and Targeting.

- 1.2.1. Segmentation
- 1.2.2. The Positioning Map
- 1.2.3. Targeting
- 1.2.4. Conclusions

1.3. Management

- 1.3.1. The Marketing System
- 1.3.2. Obtaining Information
- 1.3.3. Research Process
- 1.3.4. Conclusions

1.4. Brand Management and Neuromarketing

- 1.4.1. Branding
- 1.4.2. Branding Types
- 1.4.3. Neuromarketing and Its Application in The Pharmaceutical Industry
- 1.4.4. Conclusions

1.5. Digital Marketing Plan

- 1.5.1. Integrating Digital Marketing into the Global Marketing Strategy
- 1.5.2. Community Manager
- 1.5.3. Digital Marketing Plan
- 1.5.4. Target Audience

1.6. E-Commerce

- 1.6.1. The Conversion Cycle
- 1.6.2. E-Commerce Promotion
- 1.6.3. Metrics
- 1.6.4. e-Commerce Platforms

1.7. Digital Strategies

- 1.7.1. Social Media Communication Strategies Content Co-Creation
- 1.7.2. Content Marketing and Influencers
- 1.7.3. Digital Marketing to Support Leadership of The Therapeutic Area
- 1.7.4. Patients' Association

1.8. Digital Program Design

- 1.8.1. Definition of Objectives
- 1.8.2. Brand Strategy Support Programs: Disease Awareness, Switching and Engagement
- 1.8.3. Digital Marketing and The Sales Network
- 1.8.4. Target

1.9. Data Analytics and Artificial Intelligence

- 1.9.1. Big Data Applications in the Pharmaceutical Industry
- 1.9.2. Artificial Intelligence Tools as Diagnostic Support
- 1.9.3. Artificial Intelligence Tools to Support Patient Management
- 1.9.4. Latest News

1.10. Other Technology

- 1.10.1. Electronic Records and Data Collection of Information
- 1.10.2. Web 3 and New Trends in The Token Economy Impact on Pharmaceutical Industry
- 1.10.3. Virtual, Augmented and Mixed Reality
- 1.10.4. Metaverse



With the Relearning method, you will reduce your study hours and strengthen your understanding in the long run"



05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

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

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 Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the following programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry.

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

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the medical or pharmaceutical field.





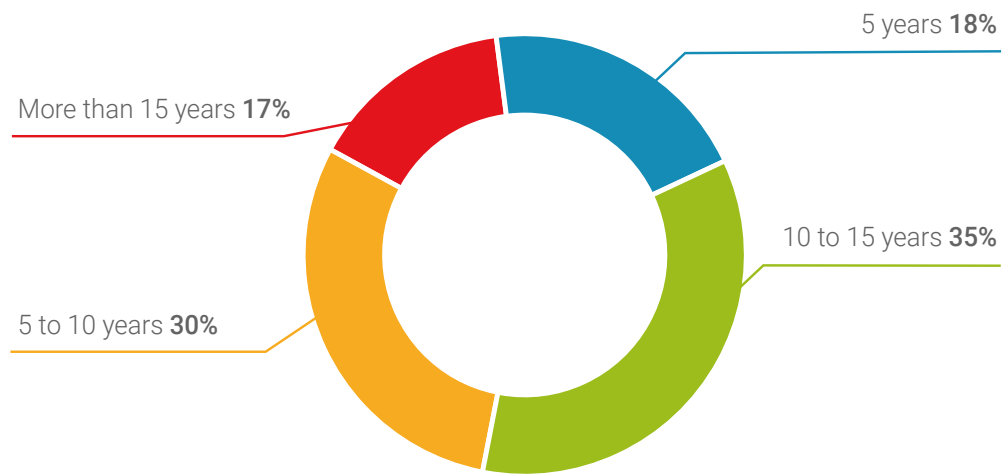
“

You will analyze the value chain, identify key resources and competencies, and apply VRIO analysis to gain a competitive advantage in the pharmaceutical and biotechnology fields”

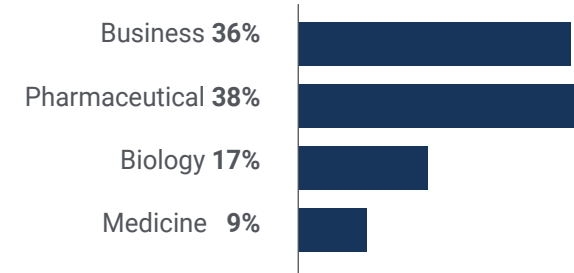
Average Age

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

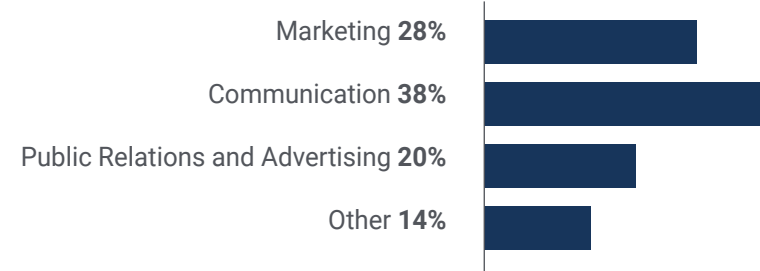
Years of Experience



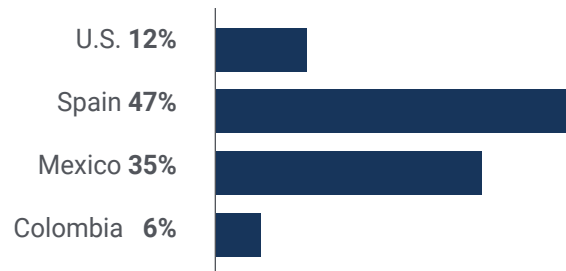
Training



Educational Profile



Geographical Distribution



Emma López

Pharmaceutical Distribution Manager

"Once I graduated, I realized that the value of my program was highly valued in the job market. Companies recognized the quality of the education I received and valued the skills and knowledge I acquired during my university studies. This gave me a competitive edge when seeking employment and opened doors to various career opportunities"

08

Course Management

The program is characterized by a distinguished faculty that will teach classes from a cutting-edge educational perspective. This will ensure that students acquire knowledge from recognized specialists, who have extensive experience in the fields of Pharmaceutical Industry, Medicine and Business. In this way, participants will obtain an excellent quality program that will motivate them to stand out and advance rapidly in their professional careers.





“

You will be an expert in generalist channels and social media to maximize your reach to target audiences of interest to your organization”

Management



Mr. Cardenal Otero, César

- ◆ Pharmabiomedical Executive at Amgen
- ◆ Author of the book " Personal Brand Communication through Social Networks by Professionals in the Health Sector"
- ◆ Degree in Marketing from Prifysgol Cymru University in Wales
- ◆ Distinguished grade in the Inspiring Leadership through Emotional Intelligence course at Case Western Reserve University
- ◆ Postgraduate Degree in Management and Health of the Pharmaceutical Industry of the European University
- ◆ Master's Degree in SME Administration from the Polytechnic School of Management
- ◆ Specialization in Social Media Marketing from Northwestern University
- ◆ Postgraduate Diploma in International Trade and Transport, University of Cantabria, Spain
- ◆ Postgraduate Certificate in Business Administration from the University of Cantabria

Professors

Mr. Rojas Palacio, Fernando

- ◆ Founder and CEO of Navandu Technologies
- ◆ Founder of Brigital Health, an international consulting firm.
- ◆ Expert in Big Data and Social Network Analysis by the MIT.
- ◆ Senior Business Management Program by Institute of Business and Chicago Booth School of Business
- ◆ MSc in Telecommunication Engineering from the Polytechnic University of Madrid
- ◆ Professor associated with academic programs in his specialty



09

Impact on Your Career

The graduates of this program will experience advantages in their professional careers. This is because it will open up job prospects in pharmaceutical companies, biotechnology companies, regulatory agencies, research centers and other institutions linked to the industry. In addition, graduates will be equipped with the skills required to play important roles in fields such as marketing management and the design of marketing and communication strategies.



“

With this Postgraduate Certificate, you will immerse yourself in programmatic advertising and reach your target audience effectively”

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

TECH's Postgraduate Certificate in Marketing in Pharma Biotech is an intensive program that prepares you to face business challenges and decisions in the medical and pharmaceutical field. 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.

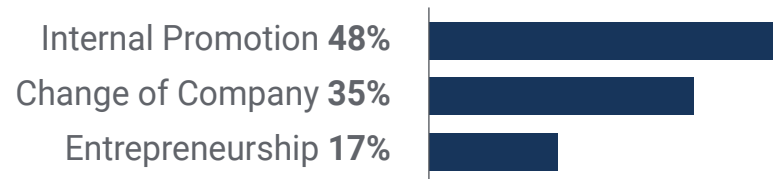
You will expand your analytical skills and understand key metrics to drive your business forward"

You will learn about segmentation, positioning and targeting, fundamental strategies for marketing success"

Time of Change



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 program will contribute to the increase in visibility and recognition of the company. In addition, you will strengthen customer engagement and loyalty, track and analyze results, and stay current with the latest marketing trends. These advantages will be determining factors for the growth and success of the organization.





“

You will create solid positioning maps and their phases, with which you will make a difference in the pharmaceutical market"

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 in Pharma Biotech guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 in Pharma Biotech** contains the most complete and up-to-date program on the market.

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 Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Marketing in Pharma Biotech**

Official N° of Hours: **150 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.



Postgraduate Certificate Marketing in Pharma Biotech

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

Postgraduate Certificate Marketing in Pharma Biotech

