

# Postgraduate Certificate Marketing Plan in the Pharmaceutical Industry



## Postgraduate Certificate Marketing Plan 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/marketing-plan-pharmaceutical-industry](http://www.techtute.com/us/school-of-business/postgraduate-certificate/marketing-plan-pharmaceutical-industry)

# 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

Marketing is one of the most powerful tools in the pharmaceutical market to reach patients and health care professionals and to maintain an appropriate image. For this reason, having a strategic plan in this field is essential, as it will allow defining sales and growth objectives, identifying market segments and designing the appropriate promotion and communication lines. In this sense, the figure of the specialized professional who is aware of the latest trends in this field becomes important. For this reason, this 100% online program was created, which offers total freedom for the graduate to carry out his or her daily activities without being subject to fixed schedules, while at the same time accessing advanced quality content.



Postgraduate Certificate Marketing Plan in the Pharmaceutical Industry  
TECH Global University



“

*Thanks to this 100% online course you will create from start to finish a successful Marketing Plan for 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 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:



### 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.



### 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 Global University community.

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

# 04 Objectives

Upon completion of this Postgraduate Certificate, the graduate will have increased their competencies and skills for the creation of marketing plans, applying the latest developments in this field. In order to achieve this objective, TECH provides exhaustive and updated content, complemented with didactic resources such as case studies, which will put students in real-life situations. A unique opportunity for progression, achievable with the world's largest digital university.





“

*With TECH, you will be able to set SMART goals, enter the market, increase your sales and build customer loyalty”*

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

The **Postgraduate Certificate in Marketing Plan 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 course has been designed to offer, over 6 weeks, the most current information on the creation of marketing plans in the pharmaceutical sector. From the beginning of this program, the professional will delve into key concepts for the development of truly effective promotional strategies that can be directly applied to their performance in this industry.





“

*You will acquire the ability to examine the OTC market, create impactful strategies and design packaging that generates interest for the Pharmaceutical Industry”*

## Syllabus

In order to provide innovative, comprehensive and rigorous learning, the faculty of this Postgraduate Certificate has created a program that is at the academic forefront and responds to the real needs of professionals in the sector. In this way, content has been created that will address environmental and market analysis, *branding* and public relations. It will also delve into trends, consumer education and target market identification.

In this sense, students will learn about the objectives of this plan, general strategies, *consumer care* marketing, generic and hospital products and the relevance of email marketing. This advanced syllabus is complemented by innovative teaching tools such as video summaries, detailed videos, case studies and essential readings to further complement the syllabus.

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

The professional is thus faced with a complete academic proposal that gives them the opportunity to access the program whenever and wherever they wish. They only need an Digital device with Internet connection to access at any time, the contents hosted on the virtual platform. Therefore, with no classroom attendance or classes with restricted schedules, the graduate has greater freedom to self-manage their study time.

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

### Module 1

### Pharmacist Marketing Plan



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Marketing Plan in 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. Pharmacist Marketing Plan**

**1.1. Basics of Pharmacist Marketing Plan**

- 1.1.1. Analysis of the environment
- 1.1.2. Opportunities
- 1.1.3. Threats
- 1.1.4. Implementation

**1.2. Marketing plan objectives**

- 1.2.1. SMART Objectives
- 1.2.2. Market penetration objectives
- 1.2.3. Sales growth targets
- 1.2.4. Customer Loyalty Objective

**1.3. The general strategy of marketing plan**

- 1.3.1. Vision definition
- 1.3.2. Objectives setting
- 1.3.3. Marketing Plan Tools
- 1.3.4. Conclusions

**1.4. OTC Marketing**

- 1.4.1. Analysis of OTC products market
- 1.4.2. Develop the Strategy
- 1.4.3. Packaging design
- 1.4.4. Expansion strategy development

**1.5. Consumer care marketing**

- 1.5.1. *Branding*
- 1.5.2. Digital Marketing
- 1.5.3. Definition of key strategies
- 1.5.4. Conclusions

**1.6. Medical Marketing**

- 1.6.1. Specific needs
- 1.6.2. Public Relations
- 1.6.3. Medical conference management
- 1.6.4. Strategies for clinics

**1.7. Marketing of nutritional components**

- 1.7.1. Performance measurement
- 1.7.2. Nutritional Marketing Trends
- 1.7.3. Nutritional Marketing Advances
- 1.7.4. Conclusions

**1.8. Marketing of generic products**

- 1.8.1. Consumer education
- 1.8.2. *Branding* and labeling
- 1.8.3. PPV
- 1.8.4. Conclusions

**1.9. Marketing of hospital products**

- 1.9.1. Identify the target market
- 1.9.2. Supplier collaboration
- 1.9.3. Demonstrations
- 1.9.4. Conclusions

**1.10. Digital Marketing in the Pharmaceutical Industry**

- 1.10.1. Search Engine Optimization
- 1.10.2. PPC
- 1.10.3. Mobile Marketing Strategies
- 1.10.4. E-mail Marketing



“

*With the pedagogical system offered by this qualification, you will have the opportunity to update your knowledge at your own pace and without time restrictions”*



# 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.





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.



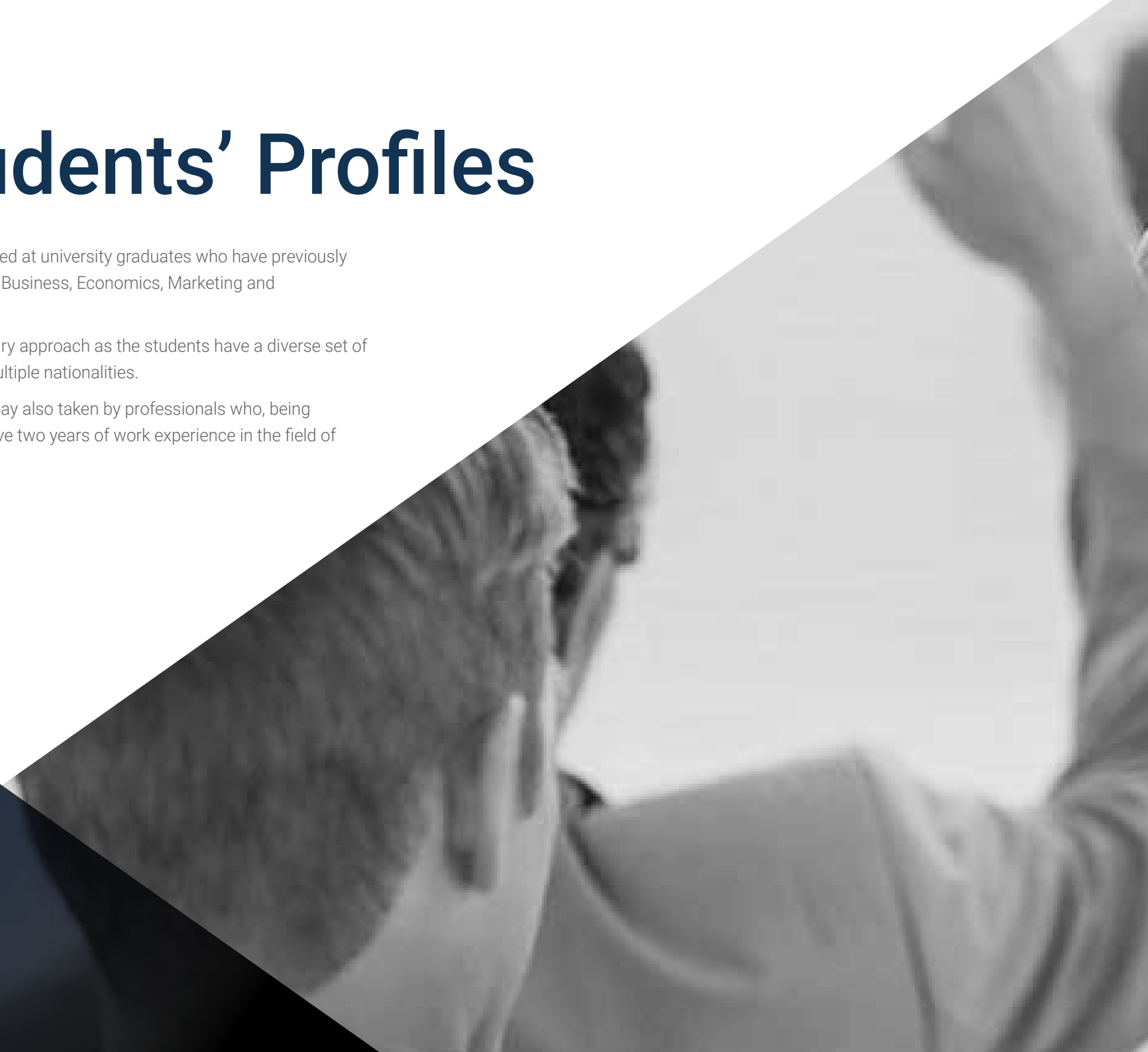
07

# 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.

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





“

*Thanks to this Postgraduate Certificate you will enhance your skills in Digital Marketing”*

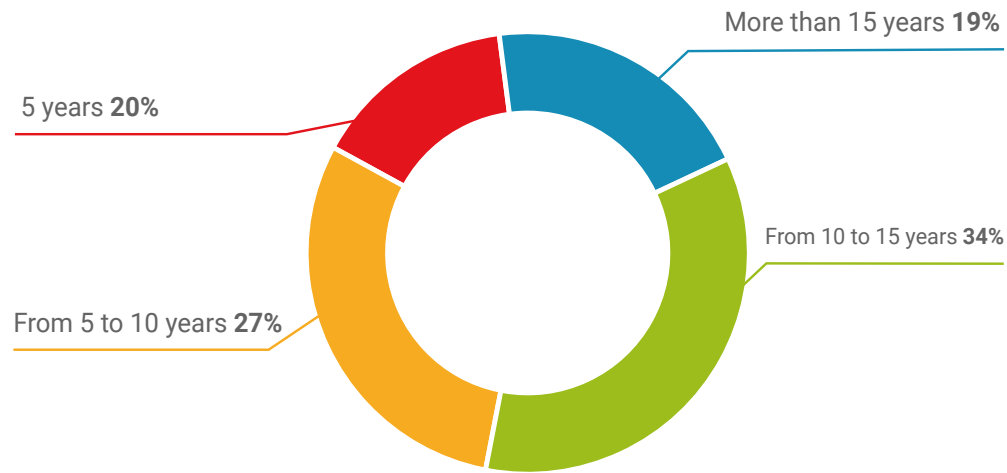
### Average Age

---

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

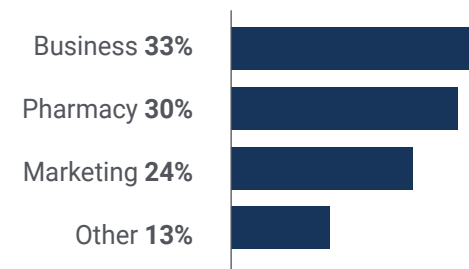
### Years of Experience

---



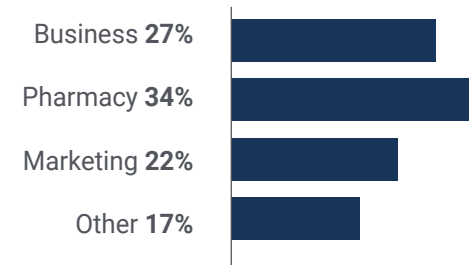
### Training

---



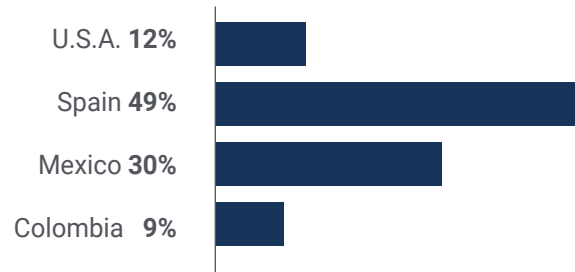
### Academic Profile

---



## Geographical Distribution

---



## María Echavarría

---

### Digital Marketing Expert

"Companies are increasingly valuing specialization. This motivated me to take this degree and to increase with it my job possibilities within Marketing. In addition, after completing this program I have been able to get involved in projects within the pharmaceutical sector and fulfill one of my goals before doing this program."

08

# Course Management

TECH integrates in all its programs specialized professionals consolidated in their sectors. Therefore, graduates of this program will have at their disposal a high quality, comprehensive and updated content on Marketing applied to the Pharmaceutical Industry. In this sense, the best experts in this area have participated in its elaboration, with a wide knowledge of the functioning and requirements of the pharmaceutical sector.







“

*Boost your marketing strategy thanks to the excellent content prepared by specialists in this sector"*

## 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.

## Professors

### D. Rodríguez Muñoz, Rubén

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

“

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

09

# Impact on Your Career

The graduate of this program will experience a notorious impact on their professional career, as they will be able to increase their possibilities of acting within a Marketing sector specialized in the pharmaceutical sector. It will also broaden your vision of the strategies employed to date and provide new approaches that give organizations an added edge.





“

*Increase your chances of professional growth in only 6 weeks and with the best Marketing teachers”*

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

The Postgraduate Certificate in Marketing Plan in the Pharmaceutical Industry from TECH is an intensive program that prepares you to face challenges and business decisions in the field of 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.

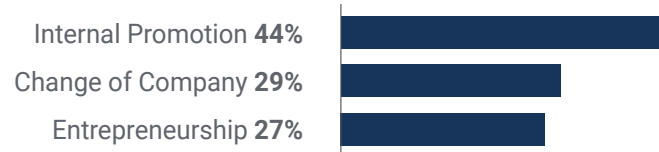
*Establishes strategic collaborations with suppliers and raises the number of pharmaceutical product demonstration actions.*

*You will achieve your professional improvement goals in only 6 weeks and with the best experts in Pharmaceutical Marketing.*

### 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 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 Plan in the Pharmaceutical Industry 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 Marketing Plan 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 Marketing Plan in the Pharmaceutical Industry**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





## Postgraduate Certificate Marketing Plan in the Pharmaceutical Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Marketing Plan in the Pharmaceutical Industry