Postgraduate Certificate
The Pharmaceutical Industry Consumer

tech technological university

Postgraduate Certificate
The Pharmaceutical Industry Consumer

- » 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/us/school-of-business/postgraduate-certificate/pharmaceutical-industry-consumer**

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01
Welcome

Beyond meeting specific health needs related to diseases, other factors such as the cost of the product or the recommendations made by the pharmacists themselves influence the purchasing decision. Understanding the customer is essential for the success of any marketing strategy, and in the pharmaceutical industry it is even more so in order to focus efforts on targeting specific customers or patients. For this reason, it is necessary for professionals who lead marketing or promotion projects to take into account the different techniques used to study the consumer. As a result, this 100% online program provides the graduate with the flexibility required to fulfill his or her daily responsibilities without being subject to rigid schedules.

Postgraduate Certificate in The Pharmaceutical Industry Consumer.
TECH Technological University

" *Gain a deep understanding of the consumer in the Pharmaceutical Industry and delve into their real needs by analyzing sales data"*

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 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 Technological University community.

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

Objectives

This university program aims to provide the most innovative knowledge and skills so that the professional can thoroughly understand the needs of the consumer.In this way, this program will enable you to enhance your skills in detecting market opportunities, developing effective segmentation strategies, improving customer satisfaction and driving business growth in the pharmaceutical sector.

Become an expert on pharmaceutical demand trends, covering everything from an aging population to growing health awareness"

TECH makes the goals of their students their own goals too
Working together to achieve them
The **Postgraduate Certificate in Pharmaceutical Industry Consumer** 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

Structure and Content

The concepts addressed in this program will provide the business professional with an updated vision of Customer Behavior in the Pharmaceutical Industry. In this sense, this program addresses customer identification, trends in demand and efficient communication. All this, through the best multimedia didactic material, accessible in an unlimited way during the development of this program.

Develops effective communication skills through the transmission of clear messages and strengthens consumer confidence"

Syllabus

TECH has created this Postgraduate Certificate in Pharmaceutical Industry Consumer with the objective of providing experts in the business field with the knowledge and skills required to recognize their customers, understand their behaviors and develop strategies to meet their demands. As a result, cutting-edge content has been designed that will address everything from product development, physician-patient interaction to corporate responsibility.

In addition, the didactic resources will allow the graduate to delve, in a dynamic way, into the entry of products into the market and consumer education. In this way, the expert will have the certainty of accessing an advanced study plan that will provide them with the necessary knowledge to progress in this sector.

Furthermore, thanks to the Relearning method, based on the continuous reiteration of key concepts, the graduate will obtain an effective learning process that will reduce the long hours of study so frequent in other teaching systems.

In this way, the professional has an excellent opportunity to take a flexible qualification, which they can access whenever and wherever the wish. They only need a digital 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 | The Consumer |

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in The Pharmaceutical Industry Consumer 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. The consumer

1.1. Knowing the consumer
1.1.1. Sales Date Analysis
1.1.2. Consumer profile
1.1.3. Public Opinion Research
1.1.4. Customer satisfaction study

1.2. Trend in demand
1.2.1. Aging population
1.2.2. Health awareness
1.2.3. Technological Advances
1.2.4. Preventive Medicine

1.3. Effective Communication
1.3.1. Clear messages
1.3.2. Scientific information
1.3.3. Transparency
1.3.4. Bidirectional Communication

1.4. Previous Work Experience
1.4.1. Pharmaceutical Manufacturing
1.4.2. Pharmacovigilance
1.4.3. Reimbursement
1.4.4. Data Analytics

1.5. Product accessibility
1.5.1. Product packaging
1.5.2. Information in Braille
1.5.3. Unit dose containers
1.5.4. Format adaptation

1.6. Consumer education
1.6.1. Adherence promotion
1.6.2. Safe use of over-the-counter medicines
1.6.3. Chronic disease education
1.6.4. Side Effects

1.7. Creation of Products
1.7.1. Preclinical Development
1.7.2. Clinical Trials
1.7.3. Manufacture
1.7.4. Packaging and labeling

1.8. The Relationship between Doctor and Patients
1.8.1. Open Communication
1.8.2. Transparent communication
1.8.3. Making shared Decisions
1.8.4. Respect and empathy

1.9. Social Responsibility
1.9.1. Ethics
1.9.2. Social Responsibility
1.9.3. Environmental Sustainability
1.9.4. Transparency and Accountability

1.10. Technological influence
1.10.1. Research and development
1.10.2. Precision Medicine
1.10.3. Data Security
1.10.4. Machine Learning

Enjoy a personalized study plan designed with the most effective pedagogical methodology, Relearning"

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:
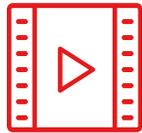
Study Material

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.

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.
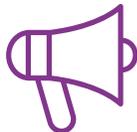
Management Skills Exercises

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.

30%

10%

8%

3%

30%

15%

4%
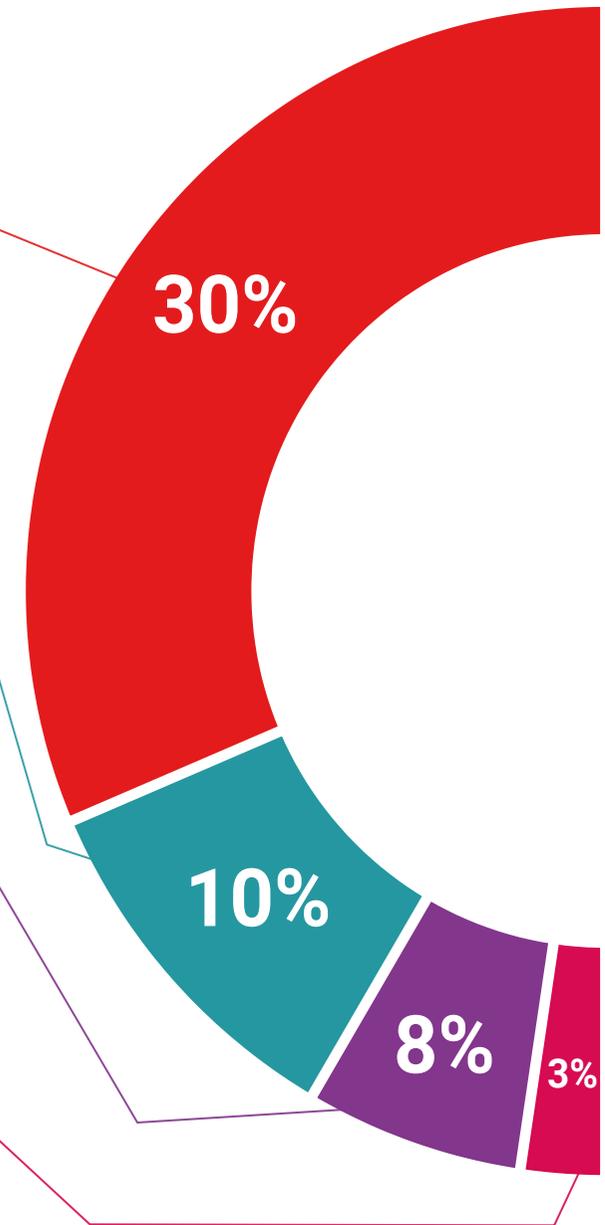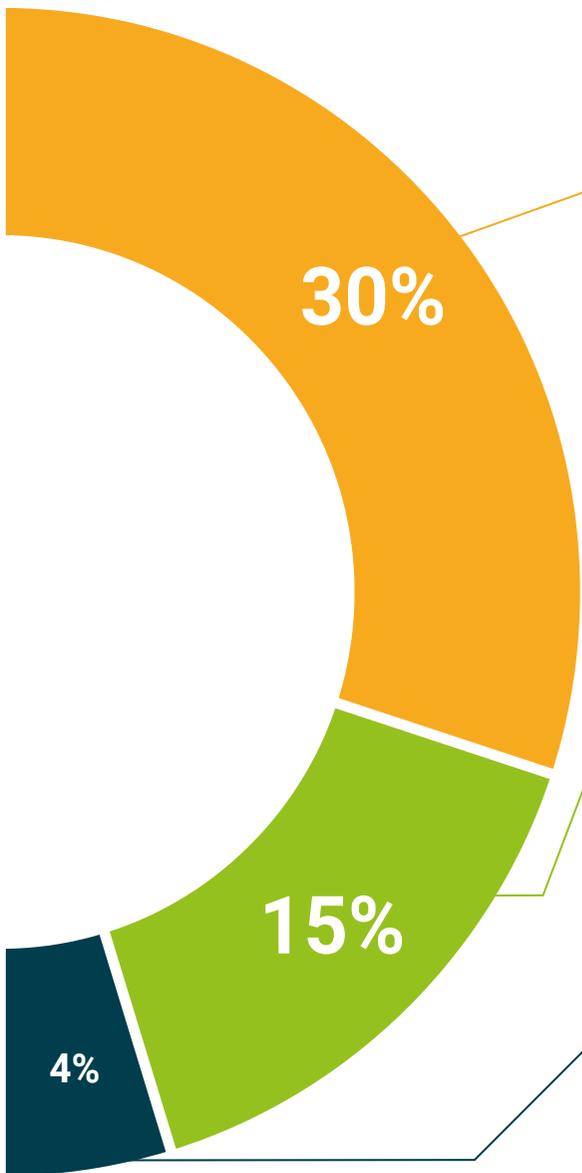
Case Studies

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.

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

"Increases accessibility of pharmaceutical products through appropriate packaging design and format adaptation"

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%**

Pharmacy **39%**

Social Sciences **16%**

Medicine **10%**

Academic Profile

Business **27%**

Pharmacist **39%**

Economics **22%**

Health Sciences **12%**
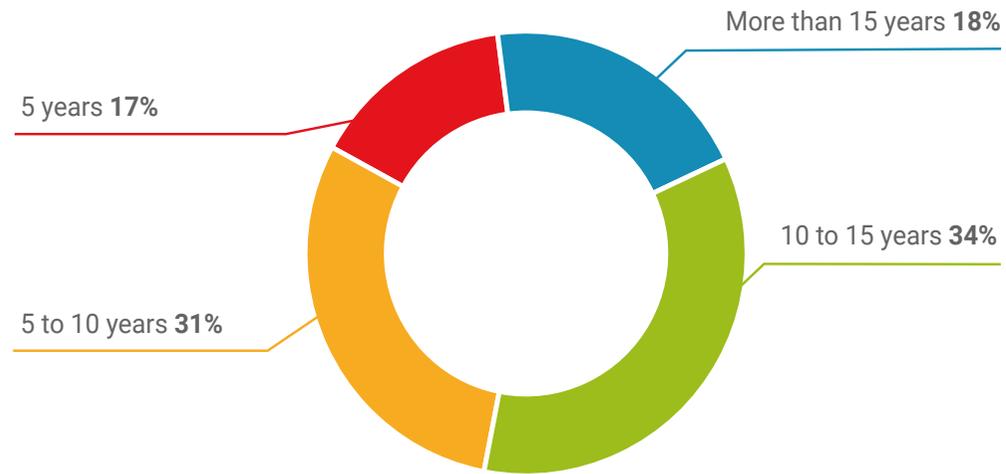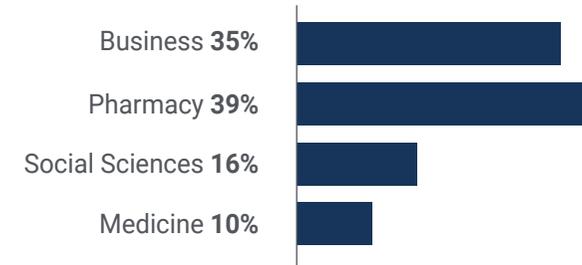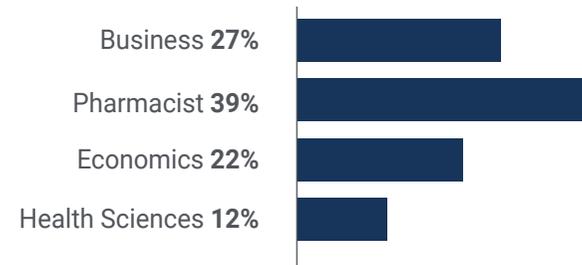
Geographical Distribution

U.S.A. **13%**

Spain **46%**

Mexico **36%**

Colombia **5%**
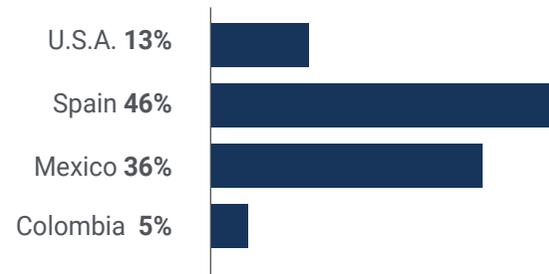
Fernanda Ibáñez

CEO Pharmaceutical Marketing

"This academic institution not only provided me with excellent learning, but also opportunities to expand my personal development and cultivate my leadership capabilities. In addition, I had the chance to delve into the latest scientific techniques used to learn much better about the consumer, which strengthened my problem-solving skills"

Course Management

In order to provide excellent quality teaching, TECH has brought together a distinguished group of teachers to develop this program. Therefore, the professional will have the certainty of accessing a curriculum developed by recognized specialists in the pharmaceutical field and Digital Marketing. This represents a unique opportunity to progress in this industry alongside more qualified professionals.

The best experts in Pharmaceutical Marketing are part of this 150-hour course"

Management

Mr. Calderón, Carlos
- Director of Marketing and Advertising at Industrias Farmacéuticas Puerto Galiano S.A
- Marketing and Advertising Consultant at Experiencia MKT
- Director of Marketing and Advertising at Marco Aldany
- CEO and creative director at C&C Advertising
- Director of Marketing and Advertising at Elsevier
- Creative Director at CPM Advertising and Marketing Consultants
- Advertising Technician by the CEV of Madrid

Mr. Expósito Esteban, Alejandro
- Director Digital de Innovation and Business Operation en Merck Group
- Digital and New Technologies Director at 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. Cuadrado, Juan

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

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

Impact on Your Career

The completion of this TECH Postgraduate Certificate will give a significant change to the career of the professional who takes it. Thanks to the learning acquired, you will have greater opportunities to expand your job opportunities and gain a competitive advantage in the pharmaceutical sector.

" *Develops effective communication skills through the transmission of clear messages and strengthens consumer confidence"*

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

TECH's Postgraduate Certificate the Pharmaceutical Industry Consumer 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.

It delves into social responsibility in the Pharmaceutical Industry, covering aspects such as business ethics and environmental sustainability.

Achieve your professional aspirations with this TECH university degree in just 6 weeks.

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%**
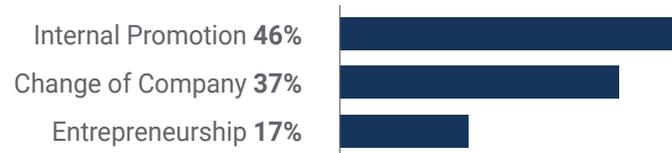
Salary increase

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**
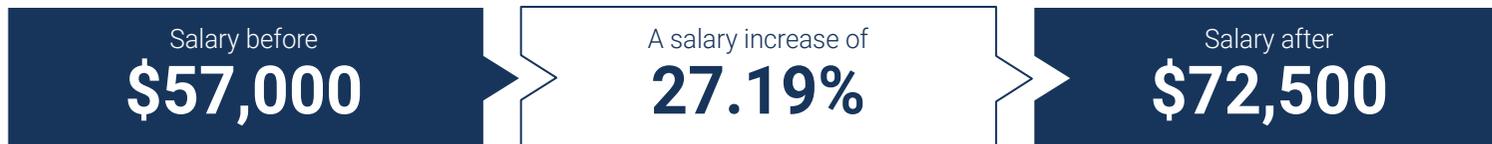
10
Benefits for Your Company

Upon completion of this university qualification, the specialist will provide the pharmaceutical company with a more exhaustive knowledge of the client, an improvement in the consumer experience and the formulation of much more efficient customer acquisition and loyalty strategies. In addition, they will have the necessary skills to be able to adapt quickly to market transformations. All this in order to promote growth, competitiveness and the achievement of long-term goals for the pharmaceutical company.

It brings revolutionary strategies to attract new customers in the pharmaceutical sector"

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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

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.

05

Increased competitiveness

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

06

11

Certificate

The Postgraduate Certificate in The Pharmaceutical Industry Consumer 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 The Pharmaceutical Industry Consumer** 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 diploma 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 The Pharmaceutical Industry Consumer**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

The Pharmaceutical Industry Consumer

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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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