

# Postgraduate Certificate Pharmaceutical Marketing





## Postgraduate Certificate Pharmaceutical Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals in the pharmaceutical area or related areas or who wish to participate in the administration and management of a Pharmacy Office

Website: [www.techtute.com/us/school-of-languages/postgraduate-certificate/pharmaceutical-marketing](http://www.techtute.com/us/school-of-languages/postgraduate-certificate/pharmaceutical-marketing)

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# 01 Welcome

Sales are the ultimate goal of the Pharmacy Office. In today's market, incorporating the most appropriate marketing techniques for the sector is an indispensable requirement to guarantee success. This program is configured as an educational course of the highest quality, which offers the most updated knowledge in this area with the keys to be optimal and effective.



Postgraduate Certificate in Pharmaceutical Marketing.  
TECH Global University



“

*All the necessary characteristics and knowledge to develop a good Marketing in Pharmacy Office, developed in a Postgraduate Certificate of high educational impact”*

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

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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

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

---

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

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

**04**

### You will take on new responsibilities

---

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects.

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

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

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

# 04 Objectives

This Postgraduate Certificate will provide you with the essential knowledge and techniques to conveniently manage the dealings with customers from the Pharmacy Office. A program that will enable you to lead and manage projects, of less or greater intensity and complexity, with the ability to intervene and plan in a fluent way and to manage successfully in all areas where this action is carried out.



“

*Our goal is to propel you to the highest competence, through real and constant support and the flexibility of self-managed learning”*



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

The **Postgraduate Certificate in Pharmaceutical Marketing** will enable students to:

01

Study the fundamentals of pharmaceutical and relationship marketing

02

Learn about market research in the Pharmacy Office







03

Study Pharmaceutical Merchandising,  
advertising and promotion

04

Learn the processes of pharmacy digitalization, Strategic  
Marketing and Micromarketing

05

# Structure and Content

The Postgraduate Certificate in Pharmaceutical Marketing from TECH is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundation for your success in business reputation management.



“

*We put the focus on empowering and developing your real working capacity in the Marketing area to boost the development of the Pharmacy Office”*

## Syllabus

The contents of this program are led by experts in the areas of pharmacy management and administration, who bring to this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, all the aspects of Pharmacy Office management will be explained and analyzed, learning the key concepts in this field, the processes of identification, definition, unification and coordination.

A journey that will lead students to the analysis of the keys to the success of projects in different environments as well as the reflection on the essential time management on their way to efficiency, cost management, quality, resources, communications, risk assessment, procurement management and certifications.

All this development from the hand of professionals recognized and valued worldwide, to learn from the best with the best learning system, and a stimulating and attractive educational process.

Another key to the success of this educational program is the possibility for the students to decide how to organize their learning: from the time, to the place and intensity of study. This ensures that this effort is fully compatible with personal and professional life, so that the student never loses motivation.

In this sense, the program is 100% online, although you will be able to download the contents, to continue offline if you wish.

You will also have access to illustrative videos, review audios, an online library with complementary material and the help and support of your tutor throughout the process.

This Postgraduate Certificate is developed over 6 weeks and is structured into 1 module:

### Module 1

### Pharmaceutical Marketing



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

TECH offers the possibility of developing this Postgraduate Certificate in Pharmaceutical Marketing in a totally online way. During the 6 weeks that the specialization program lasts, the student will be able to access all the contents of this program at any time, which will allow them to manage their own study time.

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

Module 1. Pharmaceutical Marketing

1.1. Fundamentals of Marketing	1.2. Pharmaceutical and Relationship Marketing	1.3. Markets. Positioning	1.4. Market Research in the Pharmacy Office
1.5. Pharmaceutical <i>Merchandising</i> : Offers and Communication	1.6. Advertising and Promotion	1.7. Digitalization of Pharmacy: From 1.0 to 3.0	1.8. Strategic Marketing
1.9. MicroMarketing			



# BUSINESS ANALYTICS



06

# Study Methodology

TECH is the world's first university to combine the case study methodology with Relearning, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.





“

*TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”*

## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes  
(which you might not be able to attend)”*



## The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

## Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



## Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

*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.*





## A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



*The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

### The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

## The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

*Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.*

*You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.*



As such, the best educational materials, thoroughly prepared, will be available in this program:



#### 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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



#### Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



#### Interactive Summaries

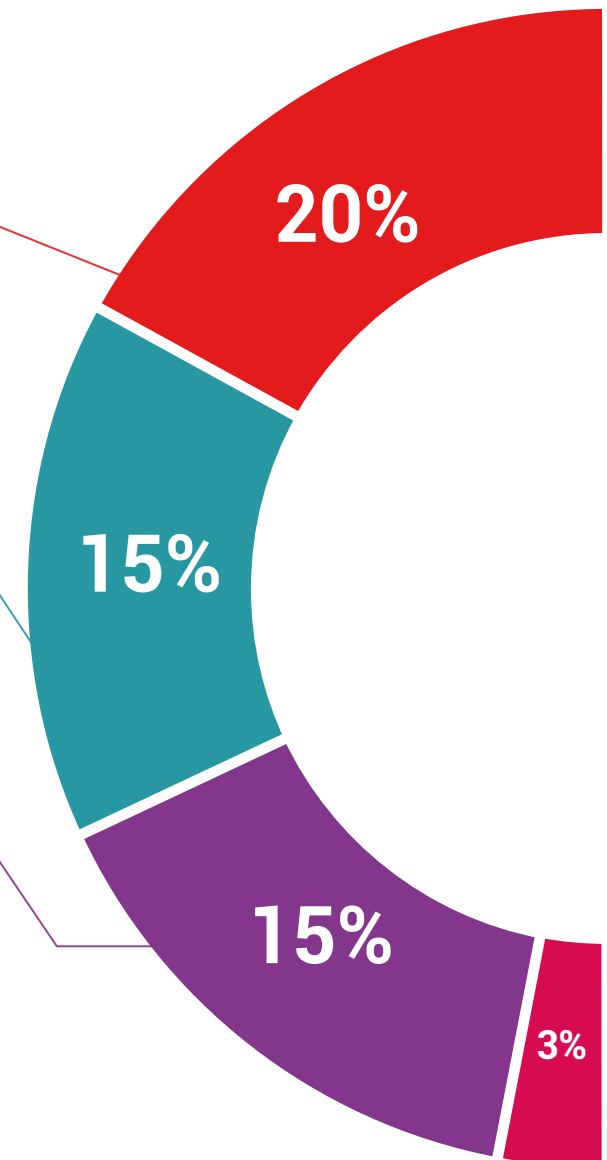
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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

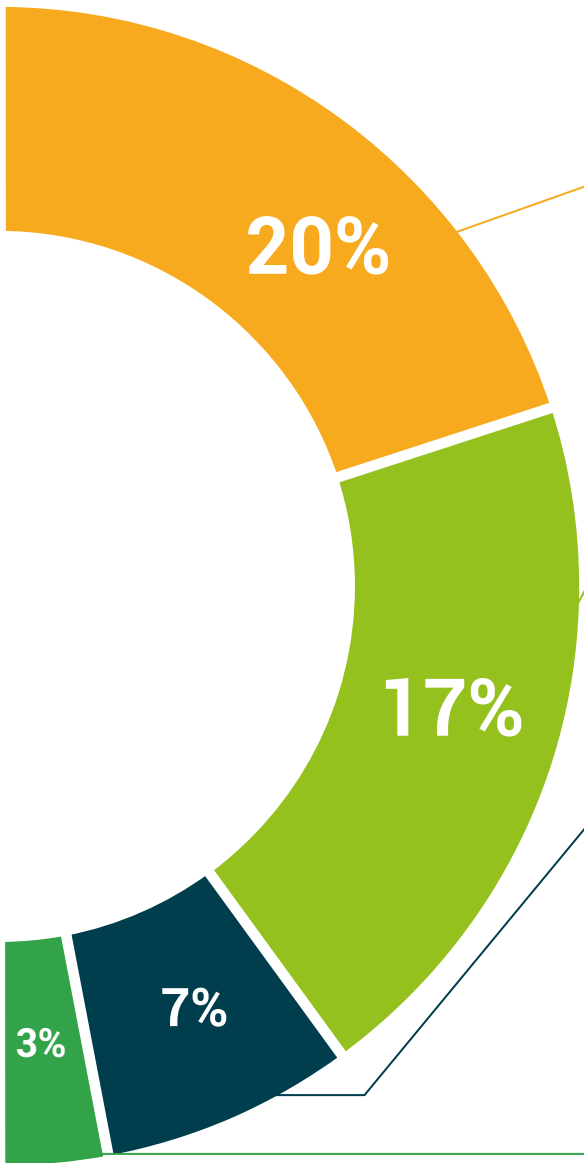


#### Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.







**Case Studies**

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Testing & Retesting**

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



**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 for future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

# Our Students' Profiles

The Postgraduate Certificate in Pharmaceutical Marketing is a program aimed at professionals seeking an increase in their qualification in this field and an improvement in their possibilities in the labor market.





“

*Obtain the skills and abilities necessary for proper decision making in project management, in all types of multidisciplinary contexts and environments”*

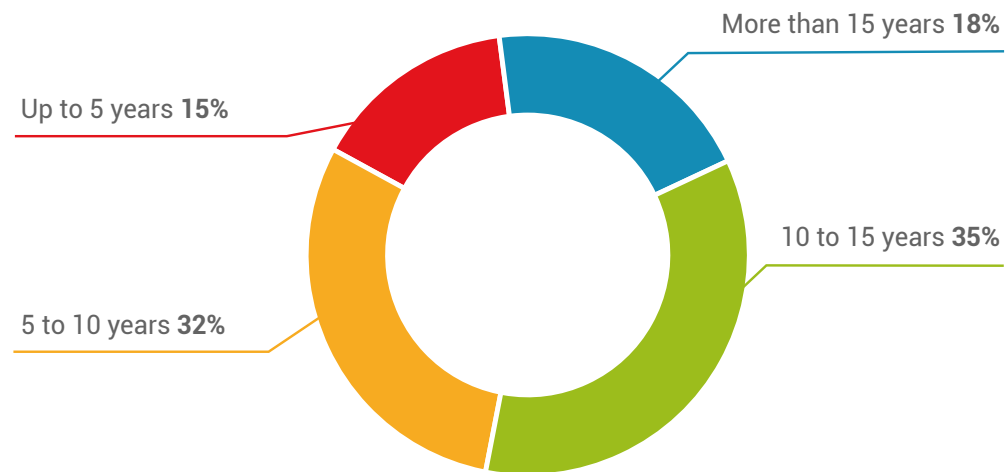
### Average Age

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

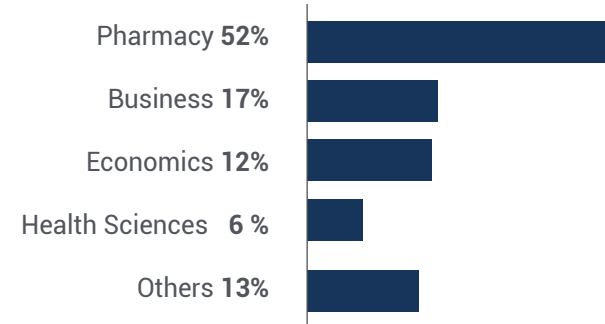
### Years of Experience

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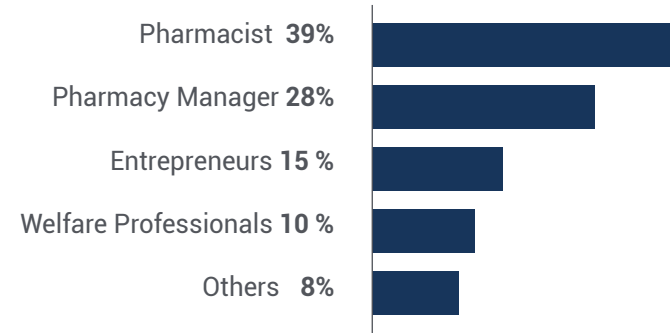
### Training

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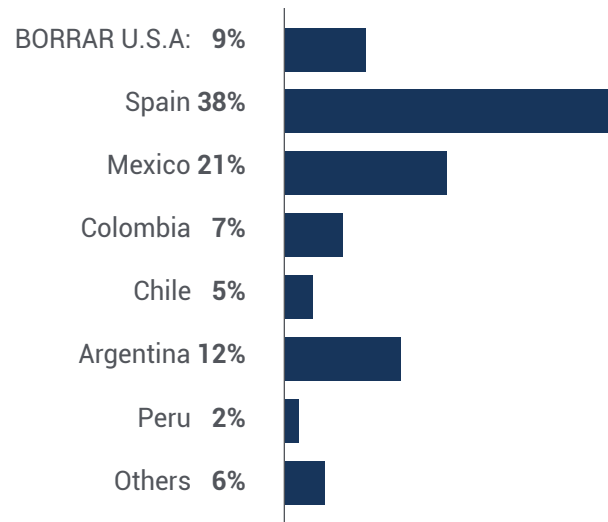
### Academic Profile

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## Geographical Distribution

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## Ricardo López

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Pharmacy Manager

*"The completion of this TECH academic program on Pharmaceutical Marketing has been a plus in the visibility of my CV, as well as in the development of my professional skills. I would like to highlight the quality of the contents and the teachers. In addition, it has been a very fluid and constant work process, which I have been able to organize in my own way"*

08

# Course Management

The program includes in its teaching staff leading experts in Pharmaceutical Marketing, who bring to this program the experience of their years of work. Additionally, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the program in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an academic level for the student.





“

*Our teaching team will give you the keys to develop successfully in this field”*

## International Guest Director

Internationally recognized for developing innovative solutions during the COVID-19 pandemic, Katherine DeSanctis, Ph.D., is a leading **Pharmacist** specializing in **Operational Management**. Her approach excels in applying **leadership strategies** to train clinical specialists and optimize Pharmacy services in hospital settings.

In this way, she has an extensive career, which has allowed her to be part of renowned health institutions such as the **Mass General Brigham** in the United States. Among her main achievements, she has led the **digital transformation** in institutions to provide quality care to patients in their homes. This has made it possible to improve processes to enhance both efficiency and safety in the distribution of medicines.

In this regard, her work has been recognized on multiple occasions. For example, her management skills in times of crisis earned her an international award in the healthcare industry. Likewise, specialized publications such as *Becker's Hospital Review* have published articles on his work, highlighting her avant-garde mentality.

Among her most notable contributions, she created a **dashboard** during the **SARS-CoV-2** outbreak to foster employee engagement and improve organizational culture. This system improved **employee retention** and increased their motivation to deal with this difficult period.

At the same time, she has combined this facet with her work as a **Clinical Researcher**. Her areas of interest include **pharmaceutical technology**, **drug safety** and **management**. In this respect, she actively collaborates with the Vizient Pharmacy Council. In this way, she shares her solid knowledge on platforms such as YouTube to increase professionals' understanding of areas such as drug preparation, central distribution or perioperative Pharmacies.





## Dr. DeSanctis, Katherine

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- ♦ Director of Pharmacy Operations at Mass General Brigham, Massachusetts, United States
- ♦ Director of Massachusetts General Hospital
- ♦ Resident in Pharmacy Management in Health Systems at UW Health
- ♦ Doctorate in Pharmacy from University of Illinois at Chicago
- ♦ Master of Science degree from University of Wisconsin-Madison
- ♦ Bachelor of Science degree from Villanova University
- ♦ Member of: American Society of Health-System Pharmacists, Massachusetts Society of Health-System Pharmacists, Vizient Board of Pharmacy

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Ms. Auni3n Lavarías, María Eugenia

- ♦ Pharmacist and Clinical Nutrition Expert
- ♦ Author of the reference book in the field of Clinical Nutrition "*Dietary Management of Overweight in the Pharmacy Office*". (Panamericana Medical Publishing House)
- ♦ Pharmacist with extensive experience in the public and private sector.
- ♦ Pharmacist in Valencia Pharmacy
- ♦ Pharmacy Assistant in the British pharmacy and health and beauty retail chain Boots, UK.
- ♦ Degree in Pharmacy and Food Science and Technology. University of Valencia
- ♦ Head of Postgraduate Certificate "Dermocosmetics in the Pharmacy Office"



09

# Impact on Your Career

Taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all efforts and tools at your disposal so that you can acquire the necessary skills and abilities that will allow you to achieve this change.







“

*We are fully committed to helping you achieve the professional change you want”*

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

The Postgraduate Certificate in Pharmaceutical Marketing from TECH Global University is an intensive program that prepares you to face challenges and respond to them with confidence and solvency. The main objective is to promote your personal and professional growth. Helping professionals achieve success.

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

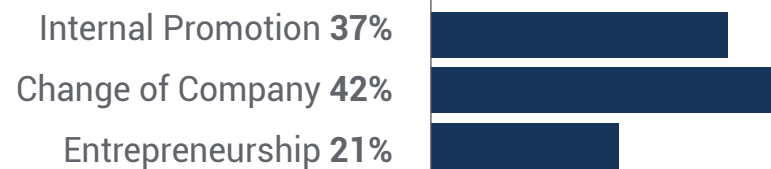
*We put all our tools at your disposal so that you can increase your chances of moving up in your profession.*

*Specialize in TECH and achieve the professional change you desire.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students





# 10

# Benefits for Your Company

The Postgraduate Certificate in Pharmaceutical Marketing contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will improve not only on a personal level, but also on a professional level, increasing competency and improving management skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*You will be able to bring a new  
business vision to your company”*

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 Pharmaceutical Marketing 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 private qualification will allow you to obtain a **Postgraduate Certificate in Nombre del Programa** 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** private qualification 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 in Pharmaceutical Marketing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.





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