

# Postgraduate Diploma

## Digital Marketing Applied to the Pharmaceutical Industry



## Postgraduate Diploma Digital Marketing Applied to the Pharmaceutical Industry

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global 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-diploma/postgraduate-diploma-digital-marketing-applied-pharmaceutical-industry](http://www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-digital-marketing-applied-pharmaceutical-industry)

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# 01

# Welcome

The use of Blockchain, Artificial Intelligence or 3D printing is transforming the present pharmaceutical industry. Likewise, in this process of change, the marketing strategies used are being perfected within the large digital ecosystem. In this sense, the professional who masters this strategic area will be able to increase the success of companies in the marketing of their products and their reputation. For this reason, TECH has developed this program that offers the opportunity to be updated on the latest trends in marketing department management, new technologies and market research. All this, in a 100% online pedagogical format and with the most innovative multimedia pedagogical resources in the current academic panorama, created by authentic experts in this field.



Postgraduate Diploma in Digital Marketing Applied to the Pharmaceutical Industry  
TECH Global University



“

*Upgrade with TECH and lead powerful Digital Marketing projects 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:



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*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

The main purpose of this program is to provide the professional with the necessary skills to lead Digital Marketing teams oriented to create campaigns for the Pharmaceutical Industry. To achieve this goal, this academic path will take you to deepen the techniques to know the consumer, the application of new technologies in the industry, as well as all those most successful strategies. For this purpose, case studies will provide you with a practical vision of direct application in your performance.



“

*Acquires skills to research the needs and preferences of patients, physicians and other healthcare professionals”*



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

This Postgraduate Diploma in Digital Marketing Applied to the Pharmaceutical Industry Will enable students to:

01

Acquire specialized knowledge in the  
Pharmaceutical Industry

04

Understand the structure and operation of  
the pharmaceutical industry

02

Deepen your knowledge of the Pharmaceutical Industry

03

Delve into the latest developments  
in the Pharmaceutical Industry



05

Understand the competitive environment of the Pharmaceutical Industry

06

Understand market research concepts and methodologies

07

Use market research technologies and tools

08

Develop sales skills specific to the Pharmaceutical Industry



09

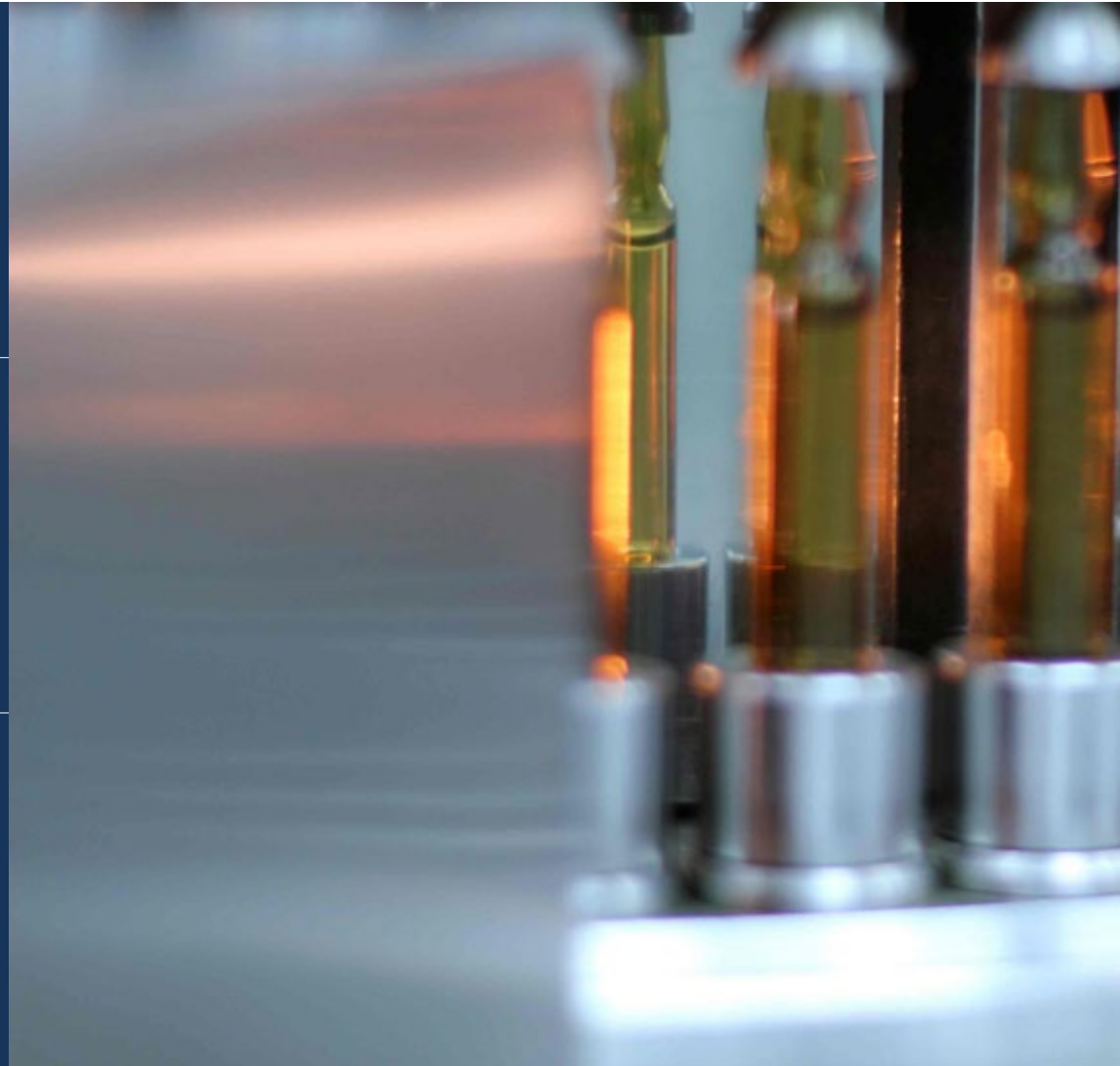
Understand the sales cycle in  
the Pharmaceutical Industry

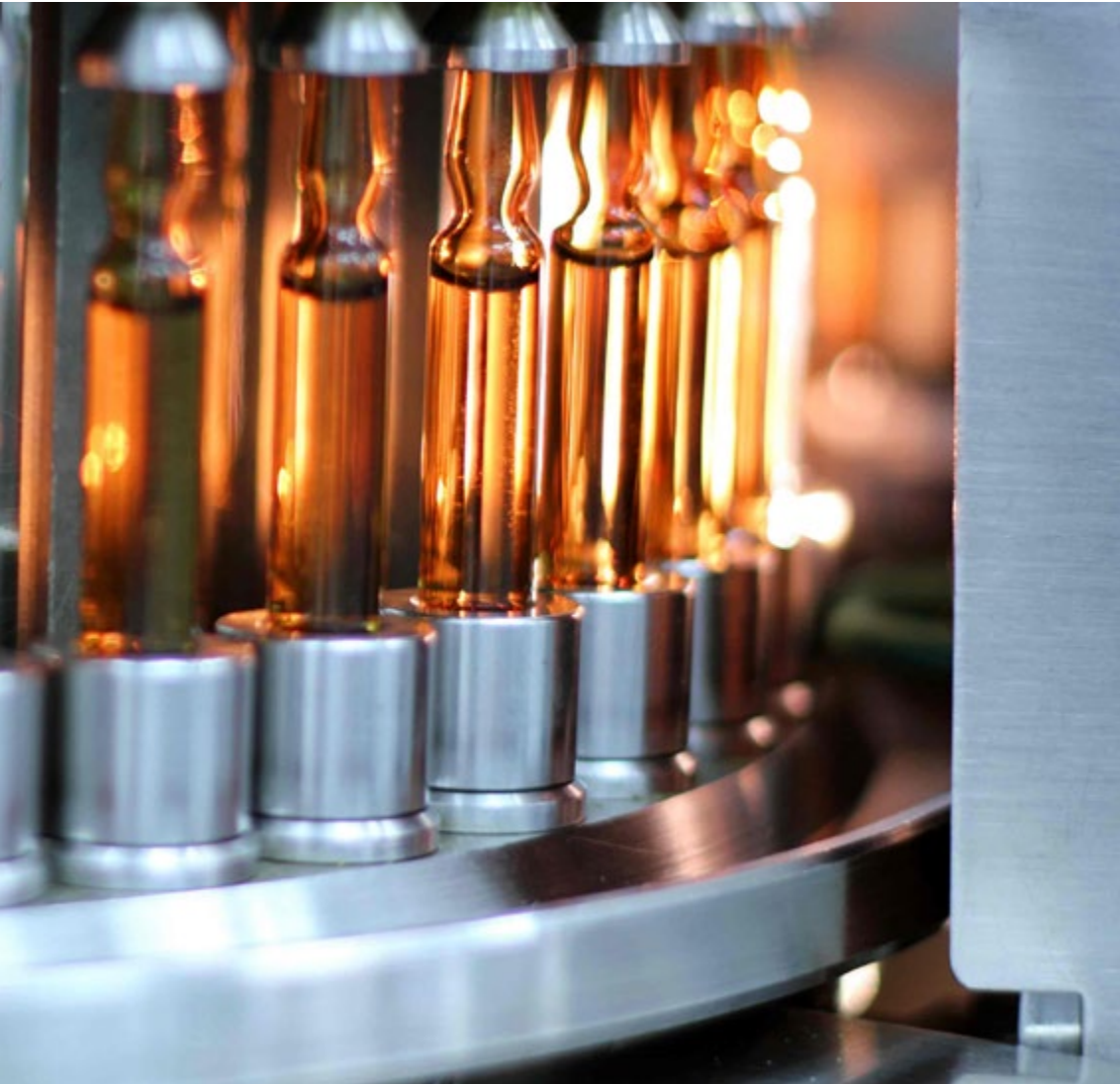
10

Analyze customer behavior and market needs

11

Develop leadership skills





12

Understand the specifics of management in the Pharmaceutical industry

13

Apply project management techniques

14

Understand the principles and fundamentals of marketing in the pharmaceutical industry

05

# Structure and Content

This Postgraduate Diploma offers a curriculum that covers a wide variety of relevant topics in the field of Digital Marketing applied to the pharmaceutical industry. In this sense, it presents a novel content that encompasses the management of Marketing in this sector, the new technologies applicable to this environment and the market research that is carried out in this field. Aspects such as communication, artificial intelligence and market segmentation will also be covered. In this way the participant will enjoy the best content for a unique learning experience.



“

*It delves into the most outstanding advertising campaigns thanks to the success stories presented, such as Got Milk or Share a coke"*

## Syllabus

The Postgraduate Diploma in Digital Marketing Applied to the Pharmaceutical Industry has been developed to provide experts with the necessary skills to manage marketing groups. In this sense, the graduate will focus on developing promotional strategies, promoting products and enhancing the image of companies in the sector. In this way, upon completing the program, they will incorporate concepts such as Big Data and digital health into their professional practice. Therefore, they will be fully trained to competently face all the challenges that arise daily in this field.

During a period of 6 months of exhaustive learning, the professional will delve into market access studies, content generation and consumer behavior patterns. You will achieve all this through theoretical-practical content presented through multimedia teaching resources, available in a virtual library with unlimited access 24 hours a day. This will allow you to gain an innovative perspective of the field and examine real cases to improve your professional skills in the pharmaceutical industry.

In order to achieve this goal, TECH has developed a 100% online program, which will enable the professional to reconcile his daily obligations with his learning process, since he will not be subject to fixed schedules. This methodology, in combination with the implementation of Relearning, which consists of the reiteration of concepts, will lead the specialist to assimilate the concepts in a more agile and effective way.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Marketing management applied to the Pharmaceutical Industry

### Module 2

New technologies applied to the pharmaceutical sector Market

### Module 3

research in the Pharmaceutical Industry





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

TECH offers you the possibility to study this Postgraduate Diploma in Digital Marketing Applied to the Pharmaceutical Industry in a totally online way. Throughout the 6 months of specialization, they will be able to access all the contents on the program at any time, allowing them to self-manage their study time.

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

**Module 1. Marketing Management Applied to the Pharmaceutical Industry**

**1.1. Communication**

- 1.1.1. Effective and efficient communication
- 1.1.2. Participation in events
- 1.1.3. Communication team
- 1.1.4. Internal Communication

**1.2. Advertising**

- 1.2.1. Print advertising
- 1.2.2. Television advertisement
- 1.2.3. Radio advertisement
- 1.2.4. Social media advertisements

**1.3. Direct marketing**

- 1.3.1. Direct mail
- 1.3.2. Text messages
- 1.3.3. Telephoning
- 1.3.4. Loyalty Programs

**1.4. e-Marketing**

- 1.4.1. Marketing partners
- 1.4.2. Content Marketing
- 1.4.3. Online advertising

**1.5. Market trend research**

- 1.5.1. Technological innovations
- 1.5.2. Epidemiological changes
- 1.5.3. Access to emerging markets
- 1.5.4. Digitalization in health

**1.6. Differentiation**

- 1.6.1. Innovative medicines
- 1.6.2. Improved formulations
- 1.6.3. Safety approach
- 1.6.4. Patient support services

**1.7. Advertising campaigns**

- 1.7.1. *Got Milk*
- 1.7.2. *Share a coke*
- 1.7.3. *The truth*
- 1.7.4. *Like a girl*

**1.8. Content creation**

- 1.8.1. Scientific publications
- 1.8.2. Educational materials
- 1.8.3. Online content
- 1.8.4. *Webinars*

**1.9. Consumer needs**

- 1.9.1. Security/Safety
- 1.9.2. Efficacy
- 1.9.3. Quality
- 1.9.4. Accessibility

**1.10. Consumer Behavior**

- 1.10.1. Health problems
- 1.10.2. Medical influence
- 1.10.3. Information research
- 1.10.4. Previous experiences

**Module 2. New technologies applied to pharmaceutical sector**

**2.1. Artificial Intelligence AI**

- 2.1.1. Drug discovery
- 2.1.2. Clinical Research
- 2.1.3. Medical analysis
- 2.1.4. Personalized therapy

**2.2. Blockchain Technology**

- 2.2.1. Supply Chain
- 2.2.2. Traceability
- 2.2.3. Authentication
- 2.2.4. Data Management

**2.3. Big Data**

- 2.3.1. Genomic data
- 2.3.2. Molecular data
- 2.3.3. Clinical data
- 2.3.4. Data Analysis

**2.4. Digital Health**

- 2.4.1. Mobile Applications
- 2.4.2. Telemedicine
- 2.4.3. Virtual Consultations
- 2.4.4. Online communities

**2.5. Intelligent medical devices**

- 2.5.1. Intelligent insulin pumps
- 2.5.2. Connected glucose meters
- 2.5.3. Intelligent inhalers
- 2.5.4. Cardiac monitoring devices

**2.6. 3D Printing**

- 2.6.1. Manufacture of personalized medicines
- 2.6.2. Drug formulation
- 2.6.3. Design of complex pharmaceutical forms
- 2.6.4. Anatomical models

**2.7. Nanotechnology**

- 2.7.1. Genetic Therapy
- 2.7.2. Detection of Diseases
- 2.7.3. Photothermal therapy
- 2.7.4. Regenerative nanomedicine

**2.8. Robotics**

- 2.8.1. Production line automation
- 2.8.2. Drug synthesis
- 2.8.3. Automated pharmacy
- 2.8.4. Robots-Assisted Surgery

**2.9. Biosensors**

- 2.9.1. Glucose biosensors
- 2.9.2. PH biosensors
- 2.9.3. Oxygen biosensors
- 2.9.4. Oxygen biosensors

**2.10. Augmented Reality**

- 2.10.1. Product promotion
- 2.10.2. Training of professionals
- 2.10.3. Dosage Guide
- 2.10.4. Viewing medical data

**Module 3. Market Research in the Pharmaceutical Industry**

**3.1. Types of Market Research**

- 3.1.1. Qualitative Research
- 3.1.2. Quantitative Research
- 3.1.3. Types of collection
- 3.1.4. Design of Market Study

**3.2. Business intelligence**

- 3.2.1. Data Management
- 3.2.2. BI Tools
- 3.2.3. Data Extraction
- 3.2.4. Data upload

**3.3. Demand Analysis**

- 3.3.1. Statistical Analysis
- 3.3.2. Pattern analysis
- 3.3.3. Segment analysis
- 3.3.4. Factors Analysis

**3.4. Market Segmentation**

- 3.4.1. Benefits of Segmentation. Therapy
- 3.4.2. Segmentation Assessment
- 3.4.3. Segmentation Techniques
- 3.4.4. Demographics Variable Analysis

**3.5. Competitor research**

- 3.5.1. Competitive structure analysis
- 3.5.2. Direct competitor analysis
- 3.5.3. Evaluation of competitive position
- 3.5.4. Competitive Advantages

**3.6. Trend Analysis**

- 3.6.1. Information Sources
- 3.6.2. Analysis Tools
- 3.6.3. Monitoring Trend
- 3.6.4. Technological Trends

**3.7. Corporate Image**

- 3.7.1. Corporate Image Benefits
- 3.7.2. Key elements corporate image
- 3.7.3. Reputation Management
- 3.7.4. Corporate communication

**3.8. Pricing Trend**

- 3.8.1. Price Trend Analysis
- 3.8.2. Price Trend Analysis Tools
- 3.8.3. Analysis of International Price
- 3.8.4. Value assessment

**3.9. Market access study**

- 3.9.1. Key Factors
- 3.9.2. Health Systems Analysis
- 3.9.3. Funding Models
- 3.9.4. Pricing Strategy

**3.10. Latest technological trends in market research**

- 3.10.1. Machine Learning
- 3.10.2. Massive Data Analysis
- 3.10.3. Social Network Analytics
- 3.10.4. Virtual reality



*With TECH's pedagogical methodology you will be able to access educational materials at your own pace"*

# 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.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Diploma's Degree is aimed at university graduates who have previously completed a degree in the field of Engineering, Economy, Marketing and the pharmaceutical sector.

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

The Postgraduate Diploma can also be 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.





“

*Acquire knowledge of the various approaches to market research, both qualitative and quantitative, and master the skills necessary to design effective studies in this area for the pharmaceutical environment”*

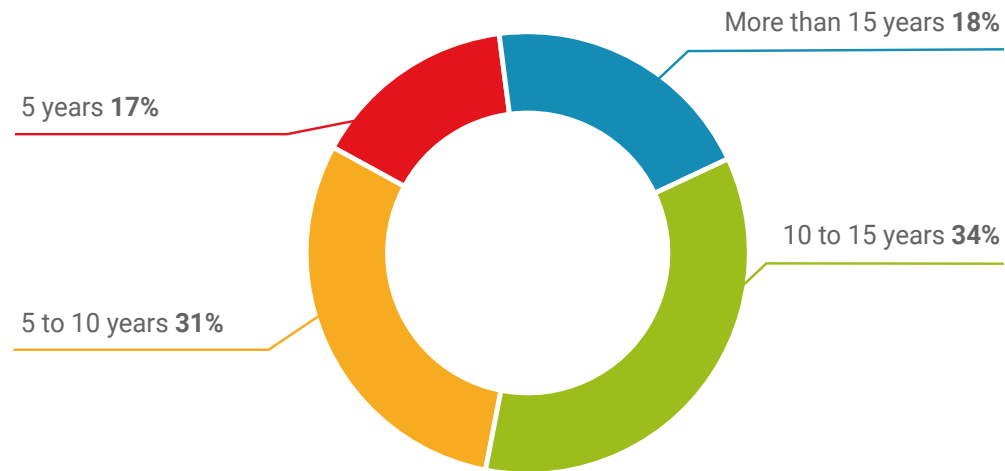
### Average Age

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

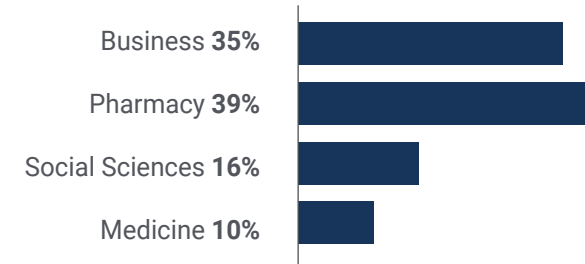
### Years of Experience

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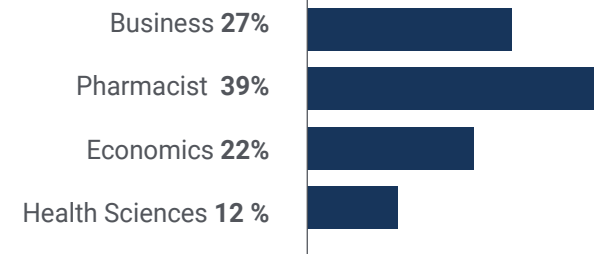
### Training

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### Academic Profile

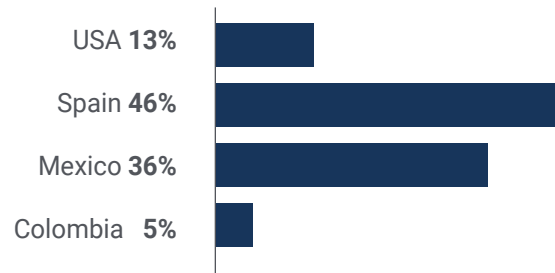
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## Geographical Distribution

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## Eva Góngora

Digital Marketing Consultant

*"The program provided me with diverse situations to develop myself on a personal level and expand my network of contacts in the professional arena. Thanks to this, I was able to learn about and participate in research projects, conferences and events that allowed me to meet industry experts and establish meaningful relationships for my work environment"*

08

# Course Management

One of the elements that distinguishes this program is its excellent management and faculty. Its extensive experience in the pharmaceutical and marketing sectors will lead the graduate to obtain a first level learning from renowned specialists in these fields. Thanks to this, the student will have access to a program that will allow them to excel and progress in their career after completing the 450 teaching hours that make up this Postgraduate Diploma.





“

*Get a complete learning experience thanks to a program created by experts with extensive experience in the field of Digital Marketing”*

## 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

### Mr. González Suárez, Hugo

- ◆ Digital & Product Marketing Manager en Laboratorios ERN S.A.
- ◆ Product Marketing and Project Manager at Amgen
- ◆ Bachelor's degree in Biochemistry and Pharmacology from Cambridge International University
- ◆ PROFESSIONAL MASTER'S DEGREE in Marketing of the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- ◆ PROFESSIONAL MASTER'S DEGREE in Business Administration from *ESNECA Business School*

“

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

09

# Impact on Your Career

Graduates of this university proposal will obtain a learning that will allow them to distinguish themselves from the rest of the competitors within the Marketing and Communication sector. The fact is that making a niche in this field and also orienting projects to the Pharmaceutical Industry requires specialized knowledge that only a few are able to master. For this reason, this qualification created by TECH will be oriented to generate a positive impact on the professionals career.





“

*You will effectively apply the main market research techniques to reach your audience directly"*



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

The Postgraduate Diploma in Digital Marketing Applied to the in the Pharmaceutical Industry from TECH is an intensive program that prepares you to face challenges and business decisions in the field of Industry 4.0. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

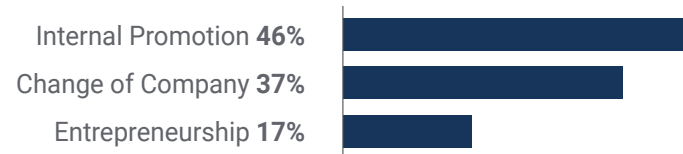
*You will get that long-awaited promotion thanks to this Postgraduate Diploma in Digital Marketing Applied to the Pharmaceutical Industry.*

*You are one step away from achieving your progression goals and expanding your client portfolio within the pharmaceutical industry.*

#### 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 help pharmaceutical companies develop and execute successful Digital Marketing campaigns. Thanks to the specialization obtained with TECH you will be able to improve visibility, reach the right target and implement strategies that apply the latest trends in the technological field. In this way, you will not only increase your organization's profits, but also its prestige in the industry.



“

*It takes Digital Marketing campaigns for pharmaceutical products of the main companies in the sector to another level"*

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.

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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.

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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 Diploma in Nombre del Programa guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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*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 Diploma in Digital Marketing Applied to 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 Diploma in Digital Marketing Applied to the Pharmaceutical Industry**

Modality: **online**

Duration: **6 months**

Accreditation: **18 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.



## Postgraduate Diploma Digital Marketing Applied to the Pharmaceutical Industry

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

# Postgraduate Diploma

## Digital Marketing Applied to the Pharmaceutical Industry

