

Postgraduate Diploma

Financial Management of Pharmaceutical Marketing



Postgraduate Diploma Financial Management of Pharmaceutical Marketing

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Postgraduate Certificates and Bachelor's Degree Holders who have previously completed any of the qualifications in the fields of Engineering, Computer in the field of Engineering, Computer Economy, Marketing and Pharmacist Administration

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-financial-management-pharmaceutical-marketing

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01 Welcome

Maximizing economic results is one of the main premises within the Pharmaceutical Industry. This goal is, in turn, applicable to the Marketing actions carried out by these companies. And it is in this environment, where the professional must master cost control, ROI measurement and evaluation of the profitability of sales and promotion strategies to be implemented. Therefore, to facilitate this work, TECH has created this specialization that leads the graduate to increase their skills and abilities for the analysis and execution of financial management oriented to Pharmaceutical Marketing. All this, in addition, with a 100% online methodology, flexible, which enables self-management of study time.



Postgraduate Diploma in Financial Management of Pharmaceutical Marketing
TECH Global University



“

Increase the profitability of the Pharmaceutical Marketing strategies implemented thanks to this Postgraduate Diploma"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

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



Academic Excellence

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



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

This university degree was created with the aim of offering professionals the tools and knowledge necessary to optimize financial management in the marketing of pharmaceutical products. This will enable you to optimize profitability, control costs, evaluate product profitability and make informed decisions that drive growth and success in this industry. For this purpose, TECH provides the best didactic material, accessible 24 hours a day, from any electronic device with an Internet connection.



“

You will be able to master the main marketing strategies for pharmaceutical products in just 6 months"

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

This Postgraduate Diploma in Financial Management of Pharmaceutical Marketing prepare the student 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



09

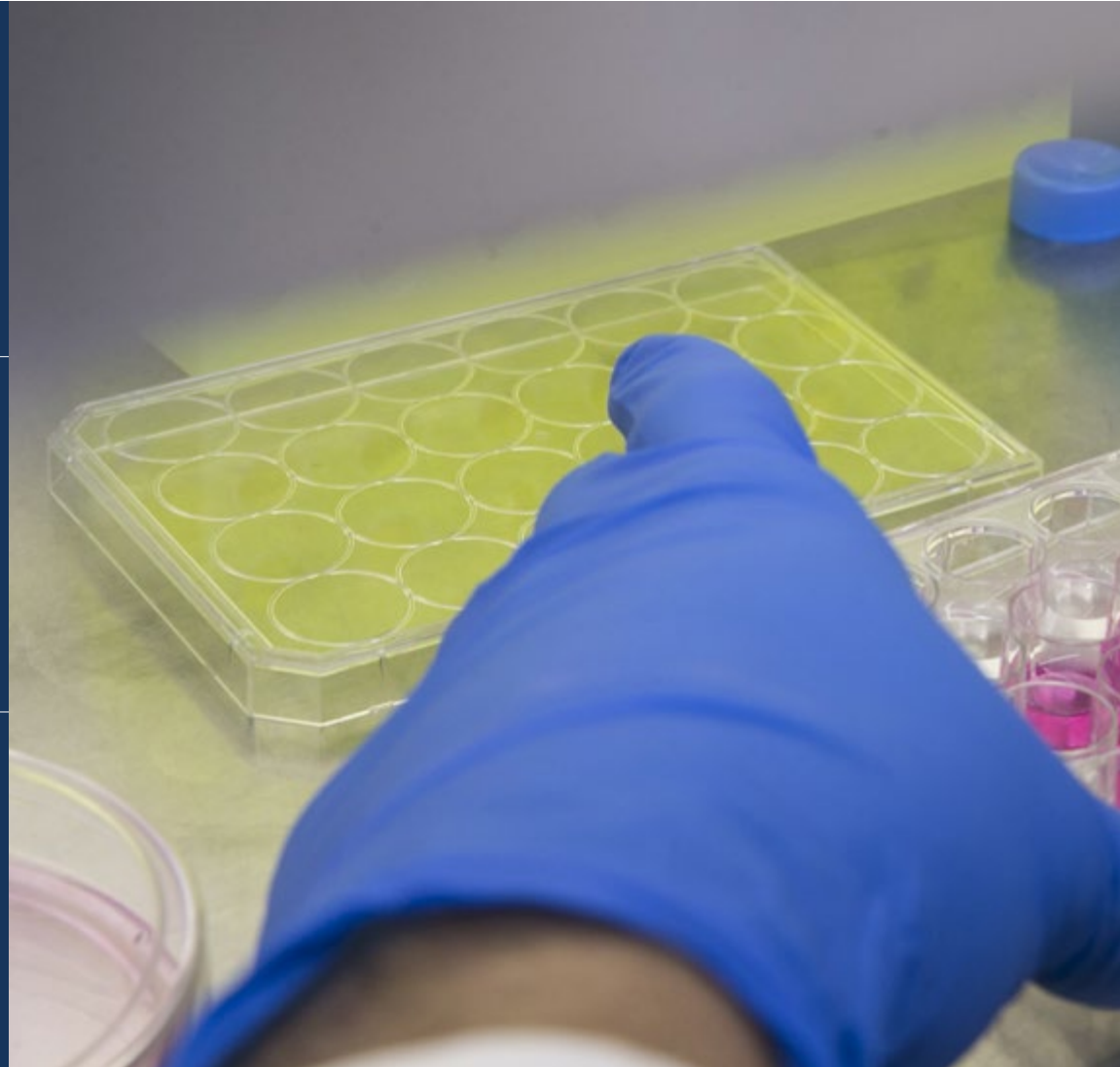
Understand the sales cycle in the
Pharmaceutical Industry

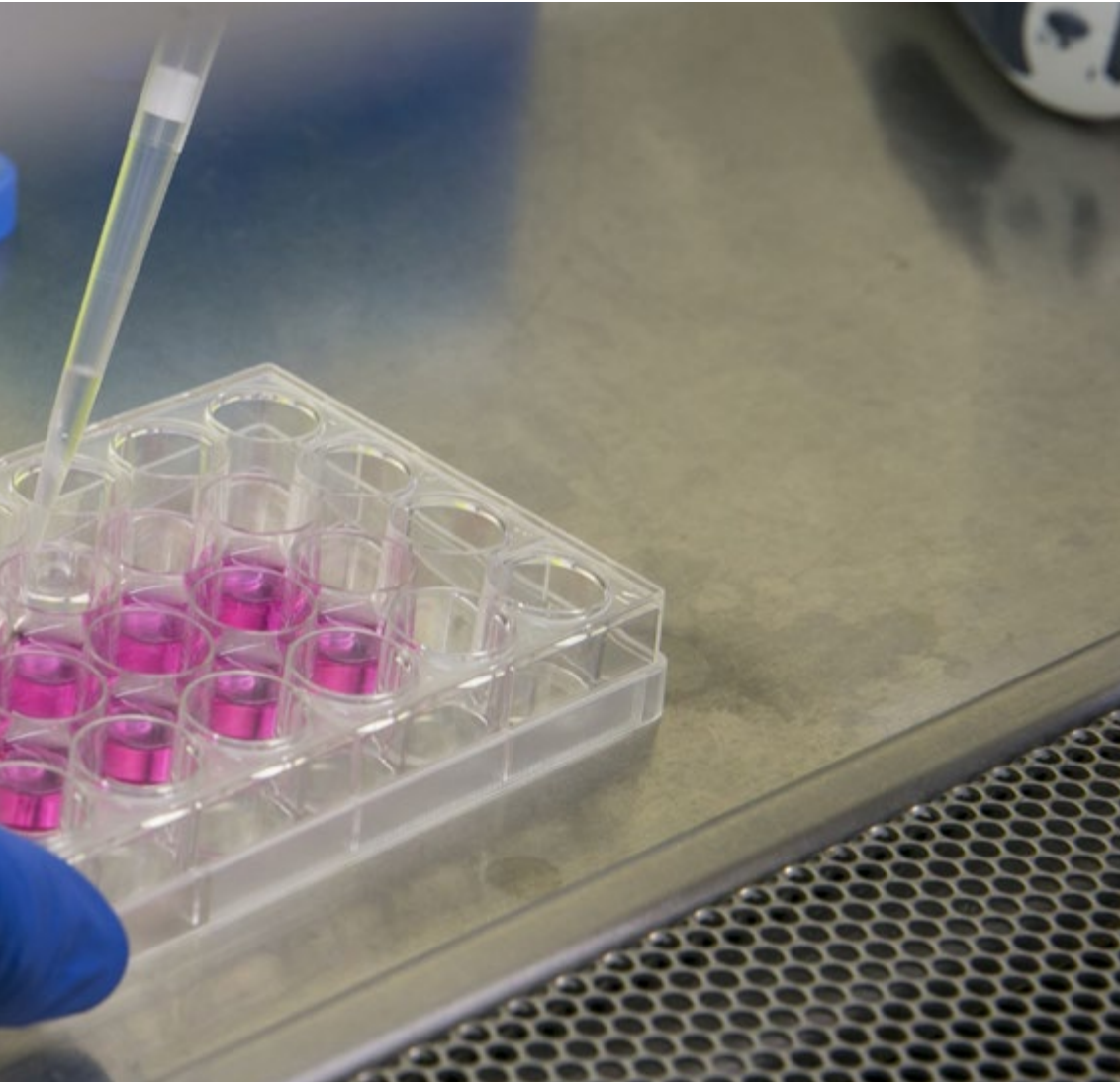
10

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 syllabus that focuses on the management of the financial resources available in a marketing department oriented to the pharmaceutical sector. All this, moreover, is presented in an attractive way through multimedia content and a large amount of additional didactic material, available at any time of the day.



“

You are looking at an academic option that provides you with a practical perspective on Pharmaceutical Marketing Financial Management”

Syllabus

This qualification provides excellent content focused on relevant elements linked to financial management in the field of Pharmaceutical Marketing. In this sense, the professional will delve into the pharmaceutical industry, finance, as well as leadership and team management in this industry.

In this way, they will delve into everything related to pharmaceutical laboratories, the viability of new products, financial analysis to evaluate the return on investment (ROI) of marketing initiatives, which helps to make informed decisions about the effectiveness and profitability of the strategies used.

In order to obtain this learning in a much more effective way, TECH uses the *Relearning* method, based on the continuous reiteration of concepts throughout the academic itinerary. In this way, students learn easily and efficiently, without investing long hours of study and memorization.

In addition to this, the methodology is 100% online, without classes with pre-established schedules, which gives the student total autonomy to access the syllabus and reconcile their daily commitments with a university education that is at the academic forefront.

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

Module 1

Structure of the Pharmacist Industry

Module 2

Finance for the Marketing Department

Module 3

Leadership and team management in the Pharmaceutical Industry



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Financial Management of Pharmaceutical Marketing completely online. Throughout the 6 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Structure of the Pharmacist Industry

1.1. Pharmacological development

- 1.1.1. Drug discovery
- 1.1.2. Pharmacokinetics
- 1.1.3. Pharmacodynamics
- 1.1.4. Pre-clinical trials

1.2. Pharmaceutical laboratory

- 1.2.1. Good Laboratory Practices
- 1.2.2. Laboratory equipment
- 1.2.3. Laboratory instrumentation
- 1.2.4. Microbiological Analysis

1.3. R&D&I:

- 1.3.1. Screening techniques
- 1.3.2. Validation techniques
- 1.3.3. Rational design
- 1.3.4. Medicinal chemistry

1.4. Patents

- 1.4.1. Intellectual Property Fundamentals
- 1.4.2. Patent application procedure
- 1.4.3. Patentability analysis
- 1.4.4. Protection strategies

1.5. Generics

- 1.5.1. Therapeutic equivalence
- 1.5.2. Bioequivalence
- 1.5.3. Development Process
- 1.5.4. Manufacture Process

1.6. Stock management

- 1.6.1. *Stock* Control
- 1.6.2. Inventory Management
- 1.6.3. Demand forecasting methods
- 1.6.4. *Stock* management software

1.7. Discounts

- 1.7.1. Volume discounts
- 1.7.2. Cash discounts
- 1.7.3. Loyalty discounts
- 1.7.4. Profitability analysis on discounts

1.8. Pharmaceutical industry value chain

- 1.8.1. Risk Management
- 1.8.2. Information technology
- 1.8.3. Sustainability
- 1.8.4. Social Responsibility

1.9. Strategic Partnerships

- 1.9.1. Collaborations
- 1.9.2. License agreements
- 1.9.3. *Joint Ventures*
- 1.9.4. Negotiation of strategic alliances

1.10. Regulatory agencies

- 1.10.1. Post-marketing surveillance
- 1.10.2. Regulatory audits
- 1.10.3. Regulatory harmonization
- 1.10.4. Mutual recognition of records

Module 2. Finance for the Marketing Department**2.1. Marketing Budget**

- 2.1.1. Traditional advertising
- 2.1.2. Digital Marketing
- 2.1.3. Relationship with The Media
- 2.1.4. Public Relations

2.2. Cost and Benefit Analysis

- 2.2.1. ACE
- 2.2.2. ACU
- 2.2.3. ACB
- 2.2.4. ACM

2.3. Performance measurement

- 2.3.1. Market Share
- 2.3.2. Return Investment
- 2.3.3. Research and development
- 2.3.4. Operational efficiency

2.4. Financial Planning

- 2.4.1. Budget
- 2.4.2. Inventory Management
- 2.4.3. Risk Management
- 2.4.4. Capitalization

2.5. Financial Risk Management

- 2.5.1. Product diversification
- 2.5.2. Supply Chain Management
- 2.5.3. Financial risk hedging
- 2.5.4. Conclusions

2.6. Profitability

- 2.6.1. Production efficiency
- 2.6.2. Marketing Strategies
- 2.6.3. Geographic expansion
- 2.6.4. Conclusions

2.7. Future investments

- 2.7.1. Risk Analysis
- 2.7.2. Market opportunity
- 2.7.3. Choice of the moment
- 2.7.4. Conclusions

2.8. Financial resources of the company

- 2.8.1. Equity capital
- 2.8.2. Debt financing
- 2.8.3. Venture capital
- 2.8.4. Subsidies

2.9. Return on investment

- 2.9.1. Patents
- 2.9.2. Research
- 2.9.3. Analysis
- 2.9.4. Conclusions

2.10. Viability of new products

- 2.10.1. Efficiency and safety
- 2.10.2. Demand
- 2.10.3. Offer
- 2.10.4. Intellectual Property

Module 3. Leadership and team management in the Pharmaceutical Industry

3.1. Leadership in the Pharmaceutical Industry

- 3.1.1. Leadership trends and challenges
- 3.1.2. Transformational Leadership
- 3.1.3. Leadership in Risk Management
- 3.1.4. Leadership in Continuous Improvement

3.2. Talent Management

- 3.2.1. Recruitment strategies
- 3.2.2. Profile development
- 3.2.3. Succession planning
- 3.2.4. Talent Retention

3.3. Team development and training

- 3.3.1. GMP Good Manufacturing Practices
- 3.3.2. Technical skills development
- 3.3.3. Safety training
- 3.3.4. R&D development

3.4. Internal communication strategies

- 3.4.1. Development of an open communication culture
- 3.4.2. Communication of objectives and strategies
- 3.4.3. Communication of organizational changes
- 3.4.4. Communication of policies and procedures

3.5. Performance Management

- 3.5.1. Establishment of clear goals and objectives
- 3.5.2. Definition of Performance Indicators
- 3.5.3. Continuous Feedback
- 3.5.4. Performance Evaluation

3.6. Change Management

- 3.6.1. Diagnosis of the need for change
- 3.6.2. Effective communication of change
- 3.6.3. Creating a sense of urgency
- 3.6.4. Identification of change leaders

3.7. Quality Management

- 3.7.1. Definition of quality standards
- 3.7.2. Implement of quality management system
- 3.7.3. Quality Control in Production
- 3.7.4. Supplier Management

3.8. Management of the marketing Budget

- 3.8.1. Strategic Marketing Planning
- 3.8.2. Establishment of the total marketing budget
- 3.8.3. Budget distribution by marketing channels
- 3.8.4. Investment Return Analysis (ROI)

3.9. Planning and execution of marketing campaigns

- 3.9.1. Market and target audience analysis
- 3.9.2. Establishment of campaign objectives
- 3.9.3. Marketing strategy development
- 3.9.4. Marketing channel selection

3.10. Market news update

- 3.10.1. Market trend analysis
- 3.10.2. Competitor monitoring
- 3.10.3. Follow-up on new developments in the sector
- 3.10.4. Participation in events and conferences



“

Upgrade at your own pace of study with TECH's innovative teaching methodology and gain full control of your learning process"

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.



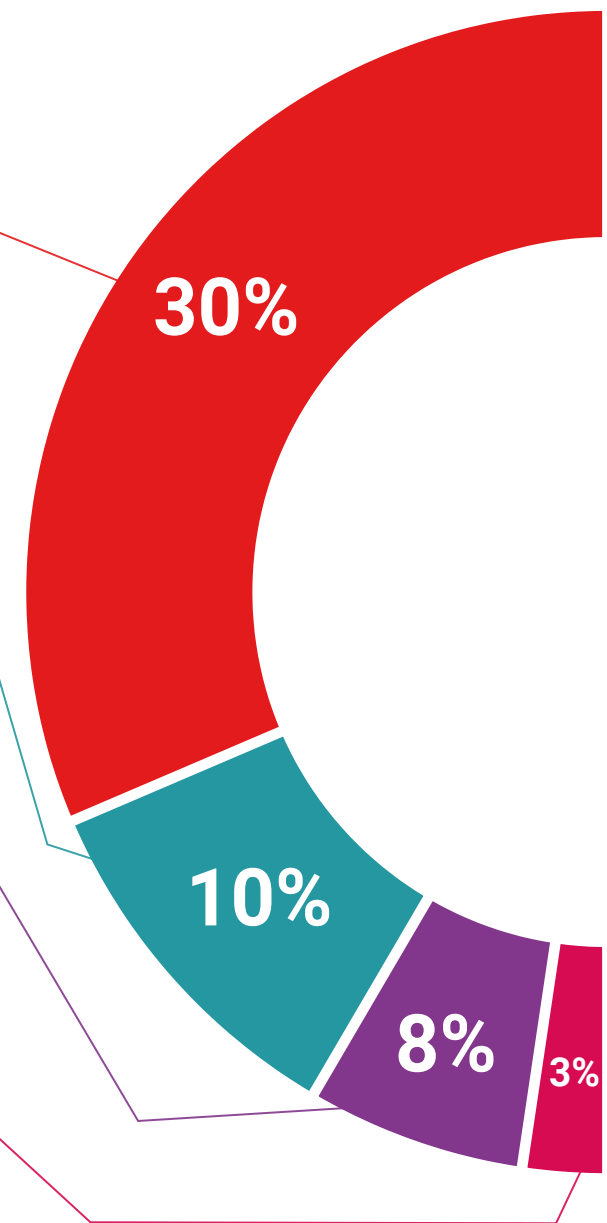
Management Skills Exercises

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.



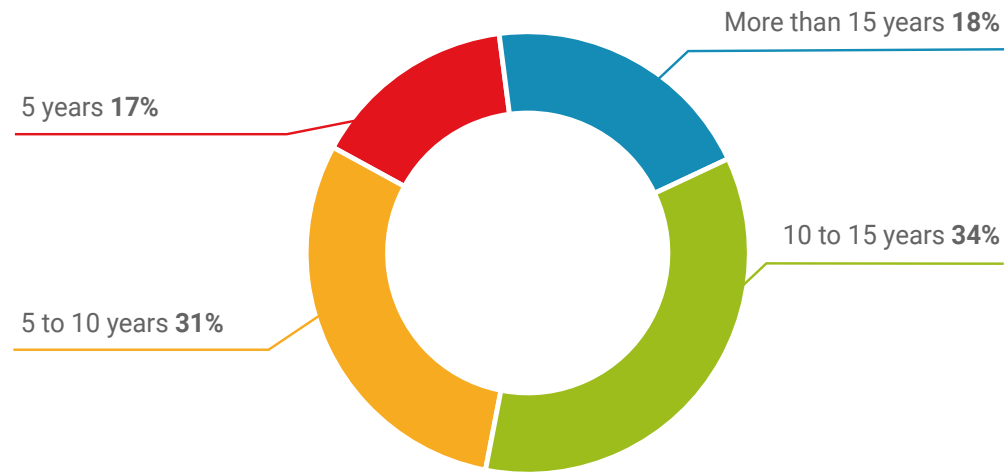
“

Raise your knowledge about budgeting in Marketing both offline and online through the most complete syllabus”

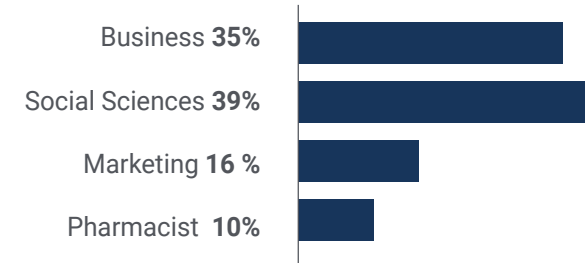
Average Age

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

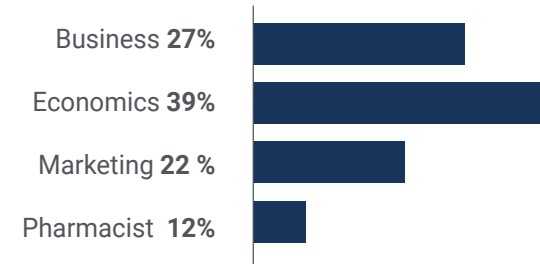
Years of Experience



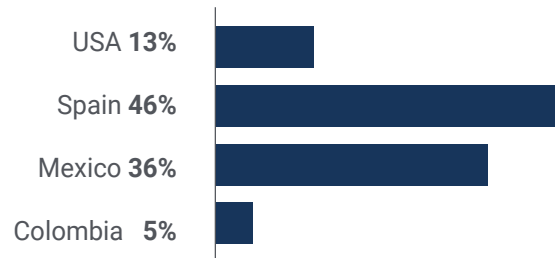
Training



Academic Profile



Geographical Distribution



Mario Castro

Brand positioning specialist

"Undoubtedly, completing this Postgraduate Diploma has been an important stimulus for my professional career. I am qualified to take on financial positions in the field of Pharmaceutical Marketing and therefore contribute in a relevant way to the growth and success of the companies in the industry"

08

Course Management

TECH has carried out a rigorous selection process of the teachers that make up this Postgraduate Diploma. In this way, the graduate will achieve a high level learning in Financial Management of Pharmaceutical Marketing through the best experts in this field. Also, thanks to their proximity, they will be able to answer any questions you may have about the content of this program. Without a doubt, this is a unique opportunity for professional growth that only TECH, the largest digital university in the world, can offer.



A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that cuts across the top right of the page.

“

TECH has brought together in this program the best specialists in Pharmaceutical Industry and Digital Marketing to offer you a quality education"

Management



D. Calderón, Carlos

- ♦ Marketing and Advertising Consultant at Experiencia MKT
- ♦ Director of Marketing and Advertising at Marco Aldany
- ♦ CEO and creative director at *C&C Advertising*
- ♦ Director of Marketing and Advertising at Elsevier
- ♦ Creative Director at CPM Advertising and Marketing Consultants
- ♦ Advertising Technician by the CEV of Madrid



D. Expósito Esteban, Alejandro

- ♦ Director Digital de Innovation and Business Operation en Merck Group
- ♦ Digital and New Technologies Director at McDonalds Spain
- ♦ Director of Alliances and Channels at *Microma The Service Group*
- ♦ Director of After Sales Services at *Pc City Spain S.A.U.*

Professors

D. García-Valdecasas Rodríguez de Rivera, Jesús

- ◆ Technical Pharmaceutical Director Arkopharma in Laboratories
- ◆ Technician Responsible for the Biocides and Cosmetics Area at Laboratorios Bohm
- ◆ Quality and Records Coordinator at Bohm Laboratories
- ◆ Director quality, developing and Regulatory Matters at Industrias Farmacéuticas Puerto Galiano S.A.
- ◆ Responsible for Records/Technical Services at Arafarma Group S.A.
- ◆ Degree in Pharmacy from the University of Alcalá
- ◆ Professional Master's Degree in Pharmaceutical and Parapharmaceutical Industry from the Center for Higher Studies in the Pharmaceutical Industry (CESIF).

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*

D. Puerto Peña, Gustavo

- ◆ CEO at Industrias Farmacéuticas Puerto Galiano S.A.
- ◆ Director Commercial and Administration. at Industrias Farmacéuticas Puerto Galiano S.A.
- ◆ Director of Marketing at Industrias Farmacéuticas Puerto Galiano S.A.
- ◆ Independent Board Members Program by ICADE Business School
- ◆ Degree in Business Administration from Universidad Complutense de Madrid.
- ◆ Member of: ANEFP, Farmaindustry, ADEFAM

09

Impact on Your Career

Graduates who complete this university degree will achieve their professional growth objectives through specialization in an area that is crucial to the success of Pharmaceutical Marketing campaigns. This training will allow you to increase your professional growth possibilities in a demanding sector that requires qualified personnel with an innovative and rigorous vision of financial management.



“

Lead Pharmaceutical Marketing projects with total guarantees thanks to this 100% online academic option"

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

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

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

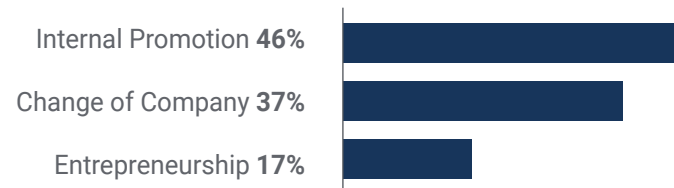
Successfully directs, manages and supervises any promotional project for pharmaceutical products.

Get that desired promotion within the Pharmaceutical Marketing department with this program.

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 business professional who completes this program will provide his or her company with stronger financial decision making, efficient cost management and a comprehensive analysis of product profitability from a Pharmaceutical Marketing perspective. In this way, companies will achieve their promotional objectives with greater guarantees of success, while getting the most out of their commercial campaigns.



“

You will increase your company's capacity for action within Pharmaceutical Marketing"

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 Diploma in Financial Management of Pharmaceutical Marketing, guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma qualification 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 Financial Management of Pharmaceutical Marketing** 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 Financial Management of Pharmaceutical Marketing**

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 Financial Management of Pharmaceutical Marketing

- » Modality: online
- » Duration: 6 months
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Postgraduate Diploma Financial Management of Pharmaceutical Marketing