

Executive Master's Degree

MBA in Commercial and Marketing Management in the Pharmaceutical Industry

M B A C M M P I





Executive Master's Degree MBA in Commercial and Marketing Management in the Pharmaceutical Industry

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Bachelor's Degree, Diploma or University Degree holders, who have previously completed any of the programs in the field of Business, Economics, Marketing and Pharmaceuticals

Website: www.techtute.com/us/school-of-business/executive-master-degree/master-mba-commercial-marketing-management-pharmaceutical-industry

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 20

06

Structure and Content

p. 26

07

Methodology

p. 38

08

Our Students' Profiles

p. 46

09

Course Management

p. 50

10

Impact on Your Career

p. 70

11

Benefits for Your Company

p. 74

12

Certificate

p. 78

01 Welcome

Beyond research, discovery and development of new drugs to improve people's health, the pharmaceutical industry has become one of the main drivers of the economy of countries with pharmaceutical companies. In this sense, professionals who wish to progress in Commercial Management and Marketing in this field must be aware of the strategies used within an extremely competitive market and of great importance in society. To facilitate specialization in this field, TECH has designed this 100% online degree, with high quality content and taught by specialists with extensive experience in this field.



MBA in Commercial and Marketing Management in the Pharmaceutical Industry
TECH Global University



“

Thanks to TECH you will be an expert in Commercial Management and Marketing oriented to the pharmaceutical sector"

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 groundbreaking 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 program offers professionals a solid and specialized knowledge of the pharmaceutical industry, the creation of marketing plans, as well as the application of new technologies in this sector. All this will allow them to increase their skills in team management and to take on present and future challenges in this field. For this, TECH provides the most advanced multimedia teaching tools, accessible 24 hours a day, from any electronic device with Internet connection.



“

With this university program you will be up to date with the use of AI, Blockchain and Big Data from the hand of real industry experts”

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

The **MBA in Commercial and Marketing Management in the Pharmaceutical Industry** will enable students to:

01

Acquire specialized knowledge in the pharmaceutical industry

02

Gain in depth knowledge of the pharmaceutical industry

03

Delve into the latest developments in the pharmaceutical industry

04

Understand the structure and function of the pharmaceutical industry



05

Understand the competitive environment of the pharmaceutical industry

06

Understand market research concepts and methodologies

07

Use market research technologies and tools

08

Develop sales skills specific to the pharmaceutical industry



09

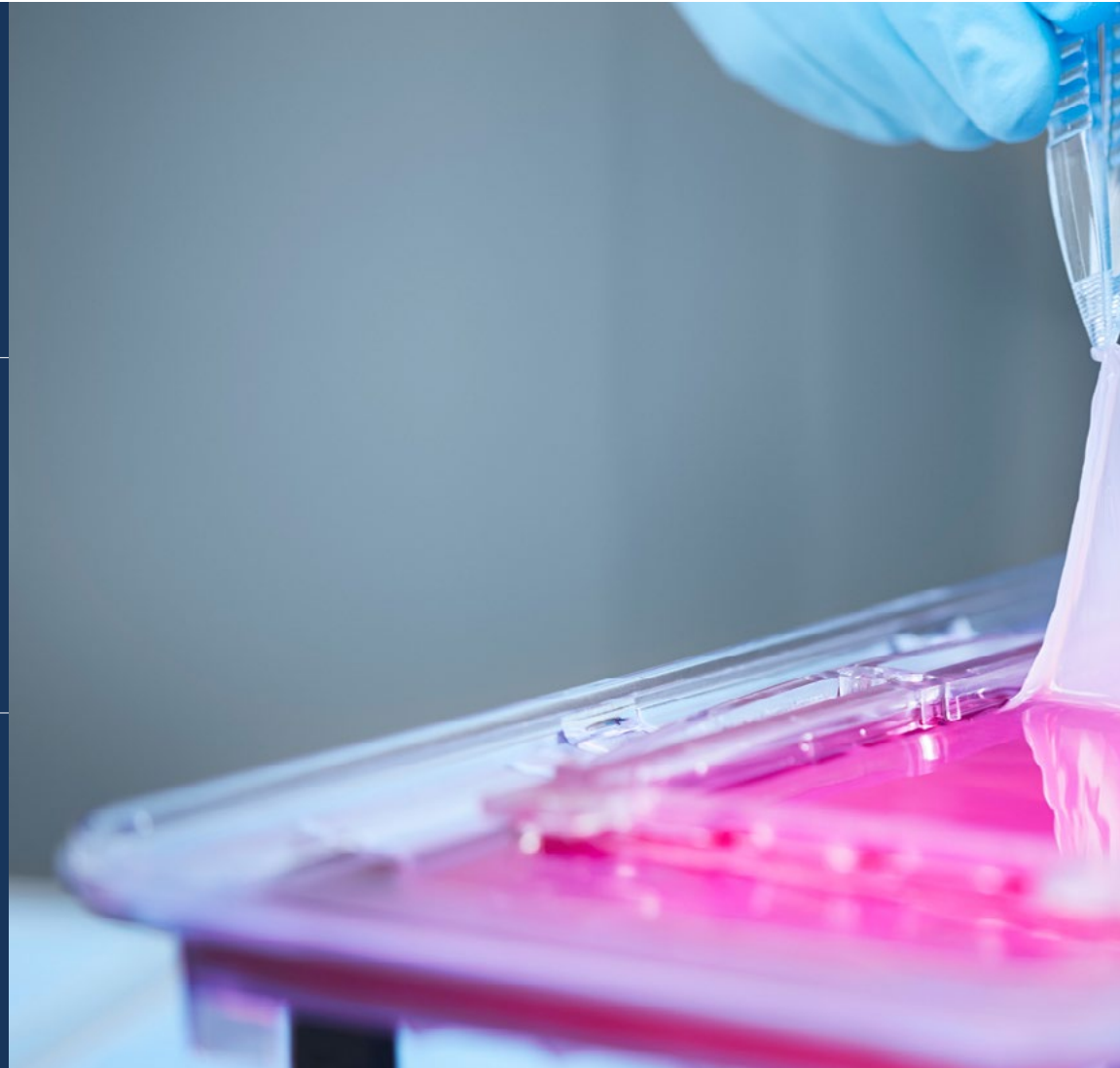
Understand the sales cycle in the pharmaceutical industry

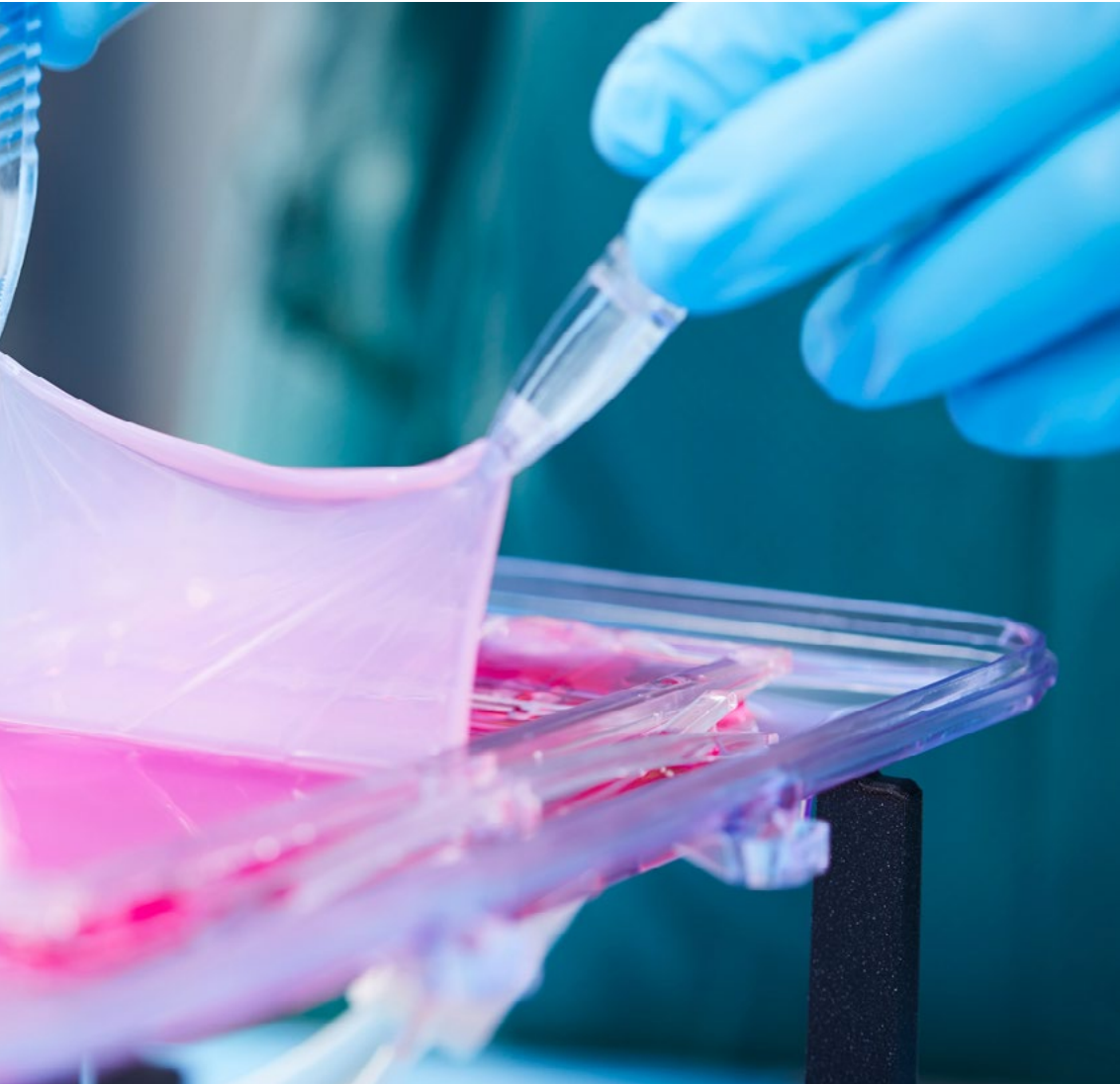
10

Analyze customer behavior and market needs

11

Develop leadership skills





12

Understand the specifics of management in the pharmaceutical industry

13

Apply project management techniques

14

Understand the principles and fundamentals of Marketing in the pharmaceutical industry

05 Skills

This university program will contribute to the development of fundamental competencies required in the field of commercial and Marketing management in the pharmaceutical industry. In this way, professionals will obtain skills in fields such as market research, promotion strategies, sales, data analysis or leadership. These skills will allow them to develop successfully in a sector that requires highly qualified specialists.



A grayscale photograph of a hand pointing at a document. The document features a bar chart with three bars of increasing height and a pie chart. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

In just 12 months you will increase your skills to progress as a Brand Manager in the pharmaceutical sector”

01

Apply the fundamentals of pharmaceutical Marketing

02

Develop skills in the elaboration of Marketing plans

03

Analyze the characteristics and needs of customers in the pharmaceutical industry

04

Develop skills in the design and execution of research studies



05

Develop skills in the management of pharmaceutical products

06

Use digital Marketing tools and techniques

07

Use new technological trends in the pharmaceutical industry

08

Analyze the impact of new technologies in the pharmaceutical Industry



09

Management of technology projects in this sector

10

Analyze key financial concepts

11

Apply Marketing project evaluation techniques

12

Assess the financial impact of Marketing strategies



13

Understand the consumer behavior

14

Analyze the different market segments

15

Investigate trends and changes in consumer habits

16

Apply market research techniques



06

Structure and Content

The MBA in Commercial and Marketing Management in the Pharmaceutical Industry is aimed at offering professionals a global and updated vision of the techniques and sales strategies used in this sector. All this, over 12 months of intensive learning with the best didactic material in the current academic panorama.



“

With the Relearning method you will optimize your study time. You will avoid spending long hours of study time and focus efficiently on the most relevant concepts"

Syllabus

One of the main developments of this university proposal is its exploration of emerging topics of great importance such as the pharmaceutical market, the use of new technologies (AI, Blockchain, Big Data or biosensors) or pharmacological development. This comprehensive and up-to-date approach will ensure that professionals are prepared to meet the challenges and seize opportunities in constant transformation.

Throughout this academic itinerary, the student will obtain a unique and effective educational experience that lays the foundations for a promising and successful future in Commercial and Marketing Management in the Pharmaceutical Industry. To achieve this goal, this program will address value networks in this industry, market research and sales processes. In addition, it will explore the evaluation of sales performance or leadership in the pharmaceutical industry.

It also places special emphasis on the development of a marketing plan, focusing on objectives and strategies, communication and advertising. In addition, it delves into consumer needs and behavior.

All this, complemented by innovative didactic resources, accessible from anywhere in the world and with just a digital device with an Internet connection.

TECH uses a 100% online teaching format, while providing a large library with interactive summaries, specialized readings and case studies. With this academic option, professionals will have total freedom to self-manage their study time and will be able to combine their responsibilities with quality teaching.

This MBA takes place over 12 months and is divided into 14 modules:

Module 1	Pharmaceutical Industry
Module 2	Structure of the Pharmaceutical Industry
Module 3	Market Research in the Pharmaceutical Industry
Module 4	The Sales Process in the Pharmaceutical Industry
Module 5	Leadership and Team Management in the Pharmaceutical
Module 6	Industry
Module 7	Pharmaceutical Marketing Plan
Module 8	New Technologies Applied to the Pharmaceutical Sector
Module 9	Finance for the Marketing Department
Module 10	The Consumer
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Executive Management



Where, When and How is it Taught?

TECH offers the possibility of taking this MBA in Commercial and Marketing Management in the Pharmaceutical Industry completely online. Throughout the 12 months of the educational program, the students will be able to access all the contents of this 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. Pharmaceutical Industry

1.1. Pharmaceutical Market

- 1.1.1. Structure of the Pharmaceutical Market
- 1.1.2. Pharmaceutical Market Players
- 1.1.3. Fundamentals of the Pharmaceutical Market
- 1.1.4. Development of the Pharmaceutical Market

1.2. Product Types

- 1.2.1. Oral Drugs
- 1.2.2. Injectable Drugs
- 1.2.3. Topical Drugs
- 1.2.4. Inhaled Drugs

1.3. Clinical Trials and Regulatory Approval

- 1.3.1. Clinical Trial Design
- 1.3.2. Clinical Trial Planning
- 1.3.3. Clinical Trial Participant Selection
- 1.3.4. Clinical Trial Methodology

1.4. Supply Chain

- 1.4.1. Supply Chain Information Systems
- 1.4.2. Technology in the Supply Chain
- 1.4.3. Cold Chain Management
- 1.4.4. Transportation and Logistics Management

1.5. Drug Distribution

- 1.5.1. Distribution Channels
- 1.5.2. Inventory Management
- 1.5.3. Order Management
- 1.5.4. Risk Management

1.6. Marketing

- 1.6.1. Marketing Fundamentals
- 1.6.2. Competitive Analysis
- 1.6.3. Positioning
- 1.6.4. Health Professional Relationships

1.7. Technological Innovations in the Pharmaceutical Industry

- 1.7.1. Disruptive Technologies
- 1.7.2. Artificial Intelligence
- 1.7.3. Big Data
- 1.7.4. Bioinformatics

1.8. Price

- 1.8.1. Cost Analysis
- 1.8.2. Pricing Strategies
- 1.8.3. Pricing Policies
- 1.8.4. Differential Pricing

1.9. Drug Manufacturing

- 1.9.1. Good Manufacturing Practices
- 1.9.2. Manufacture Process
- 1.9.3. Sterilization Techniques
- 1.9.4. Validation Process

1.10. Quality Control of Drugs

- 1.10.1. Good Laboratory Practices
- 1.10.2. Physicochemical Analysis Methods
- 1.10.3. Analytical Method
- 1.10.4. Microbiological Analysis

Module 2. Structure of the Pharmaceutical Industry

2.1. Pharmaceutical Development

- 2.1.1. Drug Discovery
- 2.1.2. Pharmacokinetics
- 2.1.3. Pharmacodynamics
- 2.1.4. Preclinical Trials

2.2. The Pharmaceutical Laboratory

- 2.2.1. Good Laboratory Practices
- 2.2.2. Laboratory Equipment
- 2.2.3. Laboratory Instrumentation
- 2.2.4. Microbiological Analysis

2.3. R&D

- 2.3.1. Screening Techniques
- 2.3.2. Validation Techniques
- 2.3.3. Rational Design
- 2.3.4. Medicinal Chemistry

2.4. Patents

- 2.4.1. Fundamentals of Intellectual Property
- 2.4.2. Patent Application Procedures
- 2.4.3. Patentability Analysis
- 2.4.4. Protection Strategies

2.5. Generics

- 2.5.1. Therapeutic Equivalence
- 2.5.2. Bioequivalence
- 2.5.3. Development Process
- 2.5.4. Manufacture Process

2.6. Stock Management

- 2.6.1. Stock Control
- 2.6.2. Inventory Management
- 2.6.3. Demand Forecasting Methods
- 2.6.4. Stock Management Software

2.7. Discounts

- 2.7.1. Volume Discounts
- 2.7.2. Prompt Payment Discounts
- 2.7.3. Loyalty Discounts
- 2.7.4. Profitability Analysis of Discounts

2.8. Pharmaceutical Industry Value Chain

- 2.8.1. Risk Management
- 2.8.2. Information Technologies
- 2.8.3. Sustainability
- 2.8.4. Social Responsibility

2.9. Strategic Partnerships

- 2.9.1. Collaborations
- 2.9.2. License Agreements
- 2.9.3. Joint Ventures
- 2.9.4. Negotiation of Strategic Alliances

2.10. Regulatory Agencies

- 2.10.1. Post-Marketing Surveillance
- 2.10.2. Regulatory Audits
- 2.10.3. Regulatory Harmonization
- 2.10.4. Mutual Recognition of Registrations

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. Market Research Design

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. Factor Analysis

3.4. Market Segmentation

- 3.4.1. Benefits of Segmentation
- 3.4.2. Segmentation Methods
- 3.4.3. Segmentation Techniques
- 3.4.4. Analysis of Demographic Variables

3.5. Competitor Research

- 3.5.1. Competitive Structure Analysis
- 3.5.2. Analysis of Direct Competitors
- 3.5.3. Evaluation of The Competitive Position
- 3.5.4. Competitive Advantages

3.6. Trend Analysis

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

3.7. Company Image

- 3.7.1. Company Image Benefits
- 3.7.2. Key Elements of Corporate Image
- 3.7.3. Reputation Management
- 3.7.4. Corporate Communication

3.8. Pricing Trends

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

3.9. Market Access Study

- 3.9.1. Key Factors
- 3.9.2. Health Systems Analysis
- 3.9.3. Financing Models
- 3.9.4. Pricing Strategies

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

Module 4. The Sales Process in the Pharmaceutical Industry
4.1. Commercial Department Structure

- 4.1.1. Hierarchical Structure
- 4.1.2. Organizational Design
- 4.1.3. Responsibility of the Sales Department
- 4.1.4. Talent Management

4.2. The Medical Visit

- 4.2.1. Responsibilities of The Medical Sales Representative
- 4.2.2. Ethics of The Medical Sales Representative
- 4.2.3. Effective Communication
- 4.2.4. Product Knowledge

4.3. Point-of-Sale Promotional Actions

- 4.3.1. Objectives of The Actions
- 4.3.2. Visual Merchandising
- 4.3.3. Materials Management
- 4.3.4. Impact Evaluation

4.4. Sales Techniques

- 4.4.1. Principle of Persuasion
- 4.4.2. Negotiation Skills
- 4.4.3. Scientific Update
- 4.4.4. Handling Objections

4.5. Sales Communication

- 4.5.1. Analysis of The Different Channels
- 4.5.2. Verbal Communication
- 4.5.3. Non-Verbal Communication
- 4.5.4. Written Communication

4.6. Loyalty Strategies

- 4.6.1. Loyalty Program
- 4.6.2. Personalized Customer Service
- 4.6.3. Follow-Up Programs
- 4.6.4. Therapeutic Compliance Programs

4.7. Client Follow-Up

- 4.7.1. Tools For Client Follow-Up
- 4.7.2. Satisfaction
- 4.7.3. Communication Techniques
- 4.7.4. Use of Data

4.8. Sales Cycle Analysis

- 4.8.1. Data Interpretation
- 4.8.2. Cycle Analysis
- 4.8.3. Sales Cycle Planning
- 4.8.4. Sales Cycle Management

4.9. Sales Performance Evaluation

- 4.9.1. KPI Performance Indicators
- 4.9.2. Effectiveness Analysis
- 4.9.3. Productivity Evaluation
- 4.9.4. Product Profitability Evaluation

4.10. Technological Tools for Sales

- 4.10.1. Customer Relationship Management (CRM)
- 4.10.2. Sales Force Automation
- 4.10.3. Route Optimization
- 4.10.4. E-Commerce Platforms

Module 5. Leadership and Team Management in the Pharmaceutical Industry

5.1. Leadership in the Pharmaceutical Industry

- 5.1.1. Leadership Trends and Challenges
- 5.1.2. Transformational Leadership
- 5.1.3. Leadership in Risk Management
- 5.1.4. Continuous Improvement Leadership

5.2. Talent Management

- 5.2.1. Recruitment Strategies
- 5.2.2. Profile Development
- 5.2.3. Succession Planning
- 5.2.4. Talent Retention

5.3. Team Development and Training

- 5.3.1. GMP Good Manufacturing Practices
- 5.3.2. Technical Skills Development
- 5.3.3. Safety Training
- 5.3.4. R&D Development

5.4. Internal Communication Strategies

- 5.4.1. Development of an Open Communication Culture
- 5.4.2. Communication of Objectives and Strategies
- 5.4.3. Communication of Organizational Changes
- 5.4.4. Communication of Policies and Procedures

5.5. Performance Management

- 5.5.1. Establishment of Clear Goals and Objectives
- 5.5.2. Definition of Performance Indicators
- 5.5.3. Continuous Feedback
- 5.5.4. Performance Evaluation

5.6. Change Management

- 5.6.1. Diagnosis of The Need for Change
- 5.6.2. Effective Change Communication
- 5.6.3. Creating a Sense of Urgency
- 5.6.4. Identifying Change Leaders

5.7. Quality Management

- 5.7.1. Definition of Quality Standards
- 5.7.2. Implementation of Quality Management Systems
- 5.7.3. Quality Control in Production
- 5.7.4. Supplier Management

5.8. Marketing Budget Management

- 5.8.1. Strategic Marketing Planning
- 5.8.2. Establishing The Total Marketing Budget
- 5.8.3. Budget Distribution by Marketing Channels
- 5.8.4. Return on Investment (ROI) Analysis

5.9. Planning and Execution of Marketing Campaigns

- 5.9.1. Market and Target Audience Analysis
- 5.9.2. Establishment of Campaign Objectives
- 5.9.3. Development of Marketing Strategies
- 5.9.4. Selection of Marketing Channels

5.10. Updating Market News

- 5.10.1. Market Trend Analysis
- 5.10.2. Competition Monitoring
- 5.10.3. Monitoring of Industry Developments
- 5.10.4. Participation in Events and Conferences

Module 6. Pharmaceutical Marketing Plan
6.1. Basis of the Pharmaceutical Marketing Plan

- 6.1.1. Analysis of the Environment
- 6.1.2. Opportunities
- 6.1.3. Threats
- 6.1.4. Implementation

6.2. The Objectives of The Marketing Plan

- 6.2.1. SMART Objectives
- 6.2.2. Market Penetration Objectives
- 6.2.3. Sales Growth Objectives
- 6.2.4. Customer Loyalty Objectives

6.3. The Overall Strategy of The Marketing Plan

- 6.3.1. Definition of The Vision
- 6.3.2. Objectives Setting
- 6.3.3. Marketing Plan Tools
- 6.3.4. Conclusions

6.4. OTC Marketing

- 6.4.1. Analysis of The OTC Products Market
- 6.4.2. Strategy Development
- 6.4.3. Packaging Design
- 6.4.4. Development of Expansion Strategies

6.5. Consumer CareMarketing

- 6.5.1. Branding
- 6.5.2. Use of Digital Marketing
- 6.5.3. Definition of Key Strategies
- 6.5.4. Conclusions

6.6. Medical Marketing

- 6.6.1. Specific Needs
- 6.6.2. Public Relations
- 6.6.3. Medical Conference Management
- 6.6.4. Strategies for Clinics

6.7. Marketing of Nutritional Components

- 6.7.1. Performance Measurement
- 6.7.2. Nutritional Marketing Trends
- 6.7.3. Advances in Nutrition Marketing
- 6.7.4. Conclusions

6.8. Marketing of Generic Products

- 6.8.1. Consumer Education
- 6.8.2. Branding and Labeling
- 6.8.3. PPV
- 6.8.4. Conclusions

6.9. Marketing of Hospital Products

- 6.9.1. Identifying The Target Market
- 6.9.2. Collaboration With Suppliers
- 6.9.3. Demonstrations
- 6.9.4. Conclusions

6.10. Digital Marketing in the Pharmaceutical Industry

- 6.10.1. Search Engine Optimization
- 6.10.2. PPC
- 6.10.3. Mobile Marketing Strategies
- 6.10.4. E-mail Marketing

Module 7. Marketing Management applied to the Pharmaceutical Industry

7.1. Communication

- 7.1.1. Effective and Efficient Communication
- 7.1.2. Participation in Events
- 7.1.3. Communicative Team
- 7.1.4. Internal Communication

7.2. Advertising

- 7.2.1. Print Advertising
- 7.2.2. Television Commercials
- 7.2.3. Radio Advertisement
- 7.2.4. Social Media Advertisements

7.3. Direct Marketing

- 7.3.1. Direct Mail
- 7.3.2. Text Messages
- 7.3.3. Telephoning
- 7.3.4. Loyalty Programs

7.4. E-Marketing

- 7.4.1. Web Site
- 7.4.2. Partner Marketing
- 7.4.3. Content Marketing
- 7.4.4. Online Advertising

7.5. Market Trend Research

- 7.5.1. Technological Innovations
- 7.5.2. Epidemiological Changes
- 7.5.3. Access to Emerging Markets
- 7.5.4. Digitalization in Healthcare

7.6. Differentiation

- 7.6.1. Innovative Drugs
- 7.6.2. Improved Formulations
- 7.6.3. Safety Approach
- 7.6.4. Patient Support Services

7.7. Advertising Campaigns

- 7.7.1. Got Milk
- 7.7.2. Share a Coke
- 7.7.3. The Truth
- 7.7.4. Like a Girl

7.8. Content Creation

- 7.8.1. Scientific Publications
- 7.8.2. Educational Materials
- 7.8.3. Online Content
- 7.8.4. Webinars

7.9. Consumer Needs

- 7.9.1. Security/Safety
- 7.9.2. Efficacy
- 7.9.3. Quality
- 7.9.4. Accessibility

7.10. Consumer Behavior

- 7.10.1. Health Problems
- 7.10.2. Medical Influence
- 7.10.3. Information Research
- 7.10.4. Previous Experiences

Module 8. New Technologies Applied to the Pharmaceutical Sector

8.1. Artificial Intelligence AI

- 8.1.1. Drug Discovery
- 8.1.2. Clinical Research
- 8.1.3. Medical Analysis
- 8.1.4. Personalized Therapy

8.2. Blockchain Technology

- 8.2.1. Supply Chain
- 8.2.2. Traceability
- 8.2.3. Authentication
- 8.2.4. Data Management

8.3. Big Data

- 8.3.1. Genomic Data
- 8.3.2. Molecular Data
- 8.3.3. Clinical Data
- 8.3.4. Data Analysis

8.4. Digital Health

- 8.4.1. Mobile Applications
- 8.4.2. Telemedicine
- 8.4.3. Virtual Consultations
- 8.4.4. On-Line Communities

8.5. Intelligent Medical Devices

- 8.5.1. Smart Insulin Pumps
- 8.5.2. Connected Glucose Meters
- 8.5.3. Smart Inhalers
- 8.5.4. Cardiac Monitoring Devices

8.6. 3D Printing

- 8.6.1. Personalized Drug Manufacturing
- 8.6.2. Drug Formulation
- 8.6.3. Design of Complex Pharmaceutical Forms
- 8.6.4. Anatomical Models

8.7. Nanotechnology

- 8.7.1. Genetic Therapy
- 8.7.2. Disease Detection
- 8.7.3. Photothermal Therapy
- 8.7.4. Regenerative Nanomedicine

8.8. Robotics

- 8.8.1. Automation of Production Lines
- 8.8.2. Drug Synthesis
- 8.8.3. Automated Pharmacy
- 8.8.4. Robot-Assisted Surgery

8.9. Biosensors

- 8.9.1. Glucose Biosensors
- 8.9.2. PH Biosensors
- 8.9.3. Oxygen Biosensors
- 8.9.4. Lactate Biosensors

8.10. Augmented Reality

- 8.10.1. Product Promotion
- 8.10.2. Training of Professionals
- 8.10.3. Dosage Guide
- 8.10.4. Medical Data Visualization

Module 9. Finance for the Marketing Department
9.1. Marketing Budget

- 9.1.1. Traditional Advertising
- 9.1.2. Digital Marketing
- 9.1.3. Media Relations
- 9.1.4. Public Relations

9.2. Cost-Benefit Analysis

- 9.2.1. ACE
- 9.2.2. ACU
- 9.2.3. CBA
- 9.2.4. ACM

9.3. Performance Measurement

- 9.3.1. Market Share
- 9.3.2. Return on Investment
- 9.3.3. Research and Development
- 9.3.4. Operational Efficiency

9.4. Financial Planning

- 9.4.1. Budget
- 9.4.2. Inventory Management
- 9.4.3. Risk Management
- 9.4.4. Capitalization

9.5. Financial Risk Management

- 9.5.1. Product Diversification
- 9.5.2. Supply Chain Management
- 9.5.3. Financial Risk Hedging
- 9.5.4. Conclusions

9.6. Profitability

- 9.6.1. Efficiency in Production
- 9.6.2. Marketing Strategies
- 9.6.3. Geographic Expansion
- 9.6.4. Conclusions

9.7. Future Investments

- 9.7.1. Risk Analysis
- 9.7.2. Market Opportunity
- 9.7.3. Choice of Timing
- 9.7.4. Conclusions

9.8. The Company's Financial Resources

- 9.8.1. Equity Capital
- 9.8.2. Debt Financing
- 9.8.3. Venture Capital
- 9.8.4. Subsidies

9.9. Return on Investment

- 9.9.1. Patents
- 9.9.2. Research
- 9.9.3. Analysis
- 9.9.4. Conclusions

9.10. Feasibility of New Products

- 9.10.1. Efficacy and Safety
- 9.10.2. Demand
- 9.10.3. Supply
- 9.10.4. Intellectual Property

Module 10. The Consumer
10.1. Knowing the Consumer

- 10.1.1. Sales Data Analysis
- 10.1.2. Consumer Profile
- 10.1.3. Public Opinion Research
- 10.1.4. Customer Satisfaction Study

10.2. Demand Trends

- 10.2.1. Aging Population
- 10.2.2. Health Awareness
- 10.2.3. Technological Advances
- 10.2.4. Preventive Medicine

10.3. Effective Communication

- 10.3.1. Clear Messages
- 10.3.2. Scientific Information
- 10.3.3. Transparency
- 10.3.4. Bidirectional Communication

10.4. Previous Experiences

- 10.4.1. Pharmaceutical Manufacturing
- 10.4.2. Pharmacovigilance
- 10.4.3. Reimbursement
- 10.4.4. Data Analytics

10.5. Product Accessibility

- 10.5.1. Product Packaging
- 10.5.2. Information in Braille
- 10.5.3. Unit Dose Containers
- 10.5.4. Adaptation of Formats

10.6. Consumer Education

- 10.6.1. Adherence Promotion
- 10.6.2. Safe Use of OTC Drugs
- 10.6.3. Chronic Disease Education
- 10.6.4. Side Effects

10.7. Product Development

- 10.7.1. Pre-Clinical Development
- 10.7.2. Clinical Trials
- 10.7.3. Manufacture
- 10.7.4. Packaging and Labeling

10.8. The Doctor-Patient Relationship

- 10.8.1. Open Communication
- 10.8.2. Transparent Communication
- 10.8.3. Shared Decision Making
- 10.8.4. Respect and Empathy

10.9. Social Responsibility

- 10.9.1. Ethics
- 10.9.2. Social Responsibility
- 10.9.3. Environmental Sustainability
- 10.9.4. Transparency and Accountability

10.10. Technological Influence

- 10.10.1. Research and Development
- 10.10.2. Precision Medicine
- 10.10.3. Data Security
- 10.10.4. Machine Learning

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance

- 11.1.1. Governance and Corporate Governance
- 11.1.2. The Fundamentals of Corporate Governance in Companies
- 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Cross Cultural Management

- 11.2.1. Cross Cultural Management Concept
- 11.2.2. Contributions to Knowledge of National Cultures
- 11.2.3. Diversity Management

11.3. Management and Leadership Development

- 11.3.1. Concept of Management Development
- 11.3.2. Concept of Leadership
- 11.3.3. Leadership Theories
- 11.3.4. Leadership Styles
- 11.3.5. Intelligence in Leadership
- 11.3.6. The Challenges of Today's Leader

11.4. Business Ethics

- 11.4.1. Ethics and Morality
- 11.4.2. Business Ethics
- 11.4.3. Leadership and Ethics in Companies

11.5. Sustainability

- 11.5.1. Sustainability and Sustainable Development
- 11.5.2. The 2030 Agenda
- 11.5.3. Sustainable Companies

11.6. Responsible Management Systems and Tools

- 11.6.1. CSR: Corporate Social Responsibility
- 11.6.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.6.4. CSR Tools and Standards

11.7. Multinationals and Human Rights

- 11.7.1. Globalization, Multinational Companies and Human Rights
- 11.7.2. Multinational Corporations and International Law
- 11.7.3. Legal Instruments for Multinationals in the Area of Human Rights

11.8. Legal Environment and Corporate Governance

- 11.8.1. International Rules on Importation and Exportation
- 11.8.2. Intellectual and Industrial Property
- 11.8.3. International Labor Law

Module 12. People and Talent Management

12.1. Strategic People Management

- 12.1.1. Strategic Human Resources Management
- 12.1.2. Strategic People Management

12.2. Human Resources Management by Competencies

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management

- 12.4.1. Strategic Talent Management Models
- 12.4.2. Talent Identification, Training and Development
- 12.4.3. Loyalty and Retention
- 12.4.4. Proactivity and Innovation

12.5. Developing High Performance Teams

- 12.5.1. High-Performance Teams: Self-Managed Teams
- 12.5.2. Methodologies for the Management of High Performance Self-Managed Teams

12.6. Change Management

- 12.6.1. Change Management
- 12.6.2. Type of Change Management Processes
- 12.6.3. Stages or Phases in the Change Management Process

12.7. Negotiation and Conflict Management

- 12.7.1. Negotiation
- 12.7.2. Conflicts Management
- 12.7.3. Crisis Management

12.8. Executive Communication

- 12.8.1. Internal and External Communication in the Corporate Environment
- 12.8.2. Communication Departments
- 12.8.3. The Person in Charge of Communication of the Company The Profile of the Dircom

12.9. Productivity, Attraction, Retention and Activation of Talent

- 12.9.1. Productivity
- 12.9.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management
13.1. Economic Environment

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

13.2. Executive Accounting

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

13.3. Information Systems and Business Intelligence

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control

- 13.4.1. The Budget Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.4. Treasury Budget
- 13.4.5. Budget Monitoring

13.5. Financial Management

- 13.5.1. The Company's Financial Decisions
- 13.5.2. Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Financial Administration Risk Management

13.6. Financial Planning

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Table
- 13.6.5. The Working Capital Table

13.7. Corporate Financial Strategy

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Financial Products for Corporate Financing

13.8. Strategic Financing

- 13.8.1. Self-financing
- 13.8.2. Increase in Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing Through Intermediaries

13.9. Financial Analysis and Planning

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

13.10. Analyzing and Solving Cases/ Problems

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Executive Management
14.1. General Management

- 14.1.1. The Concept of General Management
- 14.1.2. The Role of the CEO
- 14.1.3. The CEO and their Responsibilities
- 14.1.4. Transforming the Work of Management

14.2. Manager Functions: Organizational Culture and Approaches

- 14.2.1. Manager Functions: Organizational Culture and Approaches

14.3. Public Speaking and Spokesperson Education

- 14.3.1. Interpersonal Communication
- 14.3.2. Communication Skills and Influence
- 14.3.3. Communication Barriers

14.4. Personal and Organizational Communications Tools

- 14.4.1. Interpersonal Communication
- 14.4.2. Interpersonal Communication Tools
- 14.4.3. Communication in the Organization
- 14.4.4. Tools in the Organization

14.5. Communication in Crisis Situations

- 14.5.1. Crisis
- 14.5.2. Phases of the Crisis
- 14.5.3. Messages: Contents and Moments

14.6. Preparation of a Crisis Plan

- 14.6.1. Analysis of Possible Problems
- 14.6.2. Planning
- 14.6.3. Adequacy of Personnel

14.7. Emotional Intelligence

- 14.7.1. Emotional Intelligence and Communication
- 14.7.2. Assertiveness, Empathy, and Active Listening
- 14.7.3. Self-Esteem and Emotional Communication

14.8. Personal Branding

- 14.8.1. Strategies for Personal Brand Development
- 14.8.2. Personal Branding Laws
- 14.8.3. Tools for Creating Personal Brands

07

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.

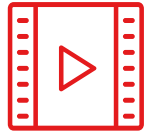
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



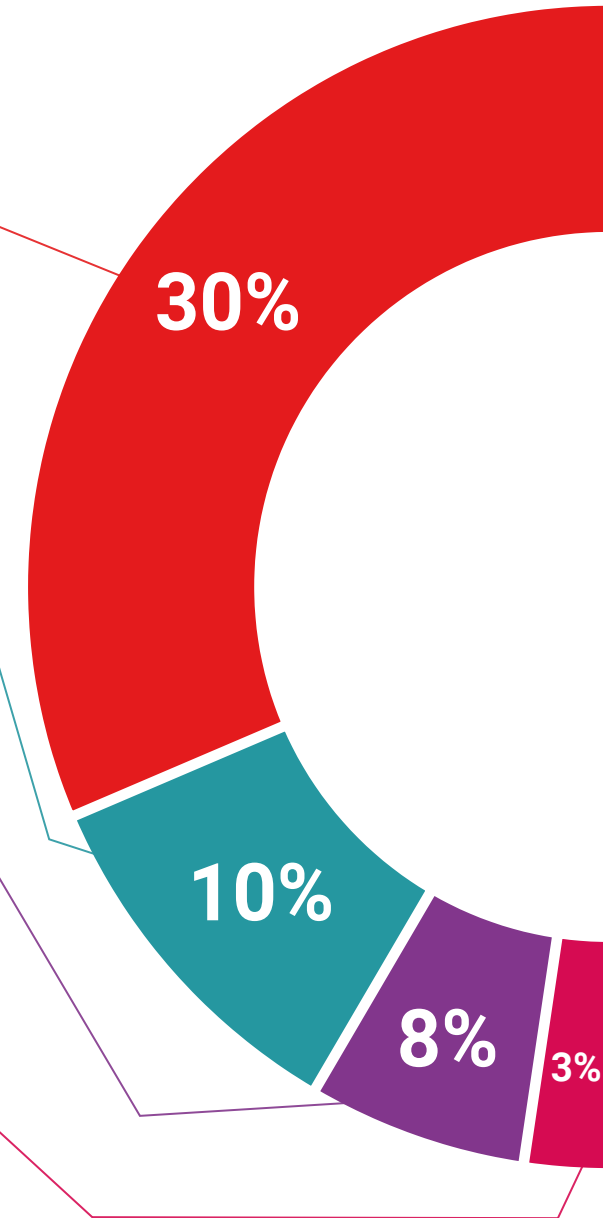
Management Skills Exercises

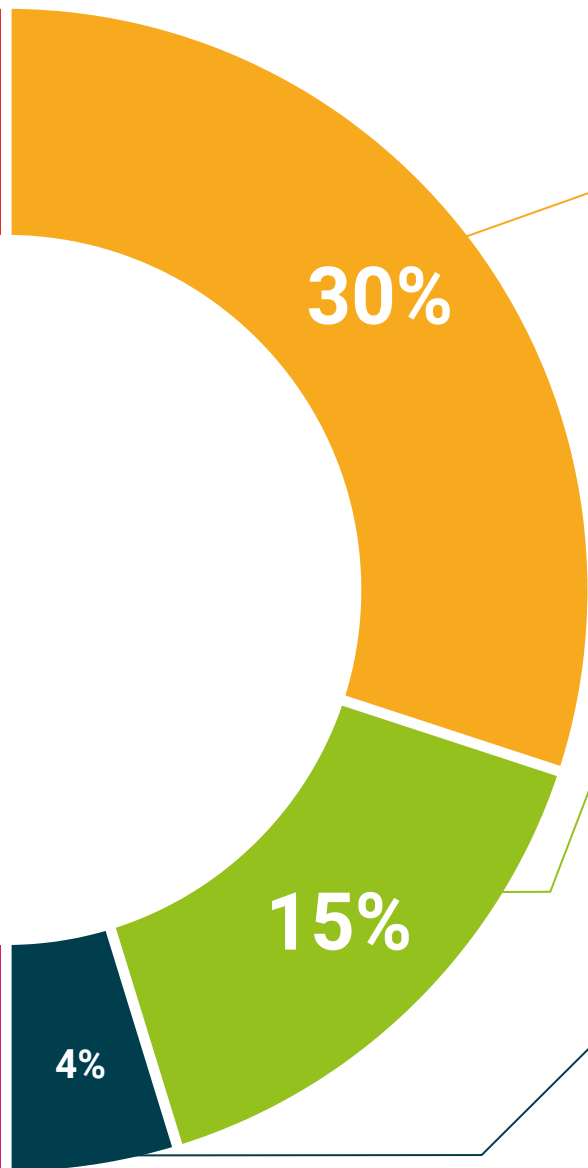
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



08

Our Students' Profiles

The MBA is aimed at university graduates and undergraduates who have previously completed any of the following degrees in the fields of Business, Medicine and Pharmaceuticals.

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

The MBA program is also open to professionals with a university degree in any field who have two years of work experience in the business world.



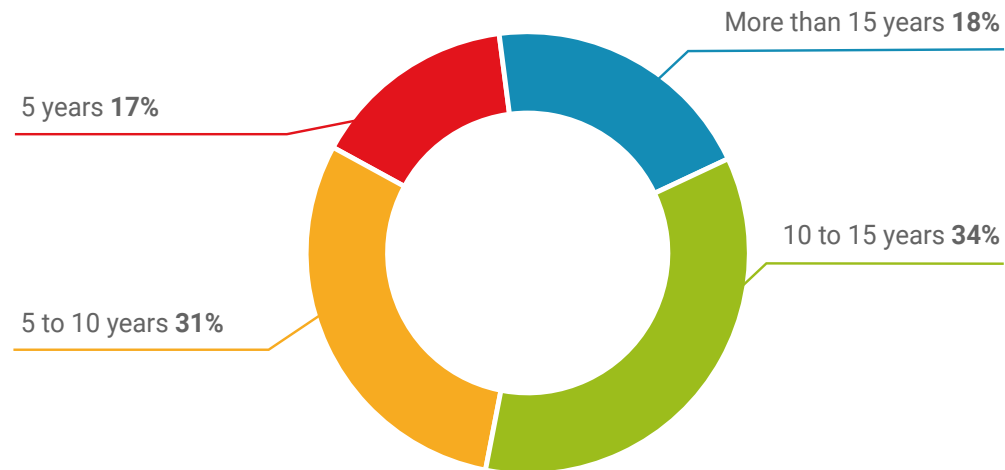
“

Get a broad knowledge on the elaboration of marketing plans in the pharmaceutical field with the best experts”

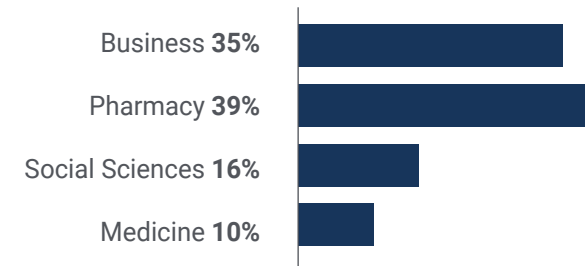
Average Age

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

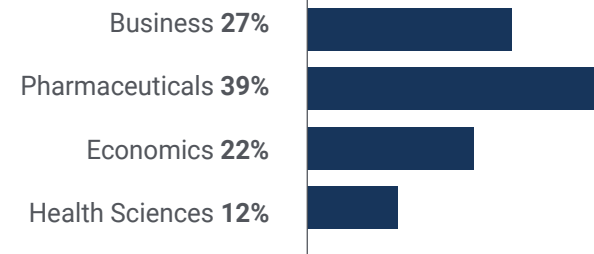
Years of Experience



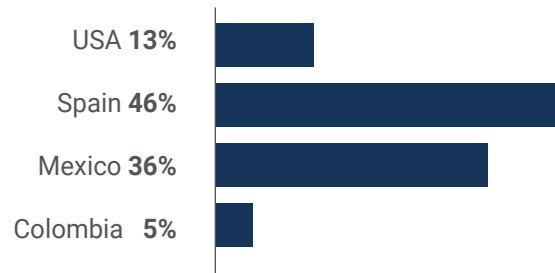
Training



Educational Profile



Geographical Distribution



Enrique Fernández

Healthcare Marketing Specialist

"The program provided me with a unique blend of business knowledge and competencies. The teachers are leading specialists in their corresponding areas and their pragmatic approach allowed me to put the concepts learned into practice in real industry situations and achieve improvement in my career"

09

Course Management

In order to offer first class teaching, TECH has assembled an outstanding teaching team for this program. In this way, graduates will have the guarantee of access to a syllabus prepared by recognized experts in the pharmaceutical sector and in Marketing areas. This will allow professionals to progress in this industry under the guidance of real experts. Likewise, thanks to the proximity of the teaching staff, students will be able to consult any doubts they may have about the syllabus of this program.



“

Great experts in Marketing and Sales in the pharmaceutical sector will guide you in this theoretical and practical learning process"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College



Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Graduate of the University of Leeds
- ♦ Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

“

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates and vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award**.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst, Hamburg, Germany**, creating storylines for over 150 clients using internal and third-party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors affecting technology adoption and diffusion**.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships and working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact on the Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions aligned to specific business objectives**. In addition, he is recognized for his **proactivity and adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision and a genuine passion for products**.

As **Global Brand and Merchandising Director at Giorgio Armani**, he has overseen a variety of **Marketing strategies for apparel and accessories**. His tactics have also focused on the **retail environment and consumer needs and behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader in the Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein or Gruppo Coin**, he has undertaken projects to **boost the structure, and development of different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns**. He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders in Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning of different brands** and redefine their key performance indicators (KPIs).



Ms. La Sala, Andrea

- ♦ Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

“

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Cafe
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

“

Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

“

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process”

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President of the Chicago Bulls and Chicago White Sox** franchises, he has demonstrated his ability to drive **business and strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



Mr. Nyquist, Eric

- ♦ Director of Communications and Impact at NASCAR, Florida, USA
- ♦ Senior Vice President of Strategic Development at NASCAR, Florida, United States
- ♦ Vice President of Strategic Planning at NASCAR
- ♦ Senior Director of Business Affairs at NASCAR
- ♦ Executive Vice President at Chicago White Sox Franchises
- ♦ Executive Vice President at Chicago Bulls Franchises
- ♦ Manager of Business Planning at the National Football League (NFL)
- ♦ Business Affairs/Legal Intern with the United States Soccer Federation
- ♦ Juris Doctor from the University of Chicago
- ♦ Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- ♦ B.A. in International Economics from Carleton College



Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management



Mr. Calderón, Carlos

- ♦ Marketing and Advertising Director at Industrias Farmacéuticas Puerto Galiano S.A.
- ♦ Marketing and Advertising Consultant at Experiencia MKT
- ♦ Marketing and Advertising Director at Marco Aldany
- ♦ CEO and Creative Director at C&C Advertising
- ♦ Marketing and Advertising Director at Elsevier
- ♦ Creative Director at CPM Marketing and Publicity Consultants
- ♦ Advertising Technician from CEV in Madrid

Professors

Mr. García-Valdecasas Rodríguez de Rivera, Jesús

- ♦ Pharmaceutical Technical Director at Bohm Laboratories
- ♦ Technician Responsible for the Biocides and Cosmetics Area at Bohm Laboratories
- ♦ Quality and Registration Coordinator at Bohm Laboratories
- ♦ Director of Quality Assurance, Development and Regulatory Affairs at Industrias Farmacéuticas Puerto Galiano S.A.
- ♦ Head of Registration/Technical Services at Arafarma Group S.A
- ♦ Degree in Pharmacy from the University of Alcalá, Spain
- ♦ Master's Degree in Pharmaceutical Industry and Parapharmaceutical from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)

Mr. González Suárez, Hugo

- ♦ Digital & Product Marketing Manager at Laboratorios ERN S.A.
- ♦ Product Marketing and Project Manager at Amgen
- ♦ Degree in Biochemistry and Pharmacology from Cambridge International University
- ♦ Professional Master's Degree in Marketing from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- ♦ Master's Degree in Business Administration from ESNECA Business School

Mr. Rivera Madrigal, Víctor

- ♦ Account Manager at EIE medical
- ♦ Medical Visitor at Innovasc Integral Solutions S.L
- ♦ Sales Specialist at UCC Europe
- ♦ Health care Marketing Technician

Ms. López Pérez, Damaris

- ♦ Senior healthcare consultant at GOC
- ♦ Medical Marketing Consultant at Doctaforum Medical Marketing
- ♦ Consultant at Persea
- ♦ Program Coordinator at VESA
- ♦ Research Assistant at Elephant Conservation Center
- ♦ Master's Degree in Biology, Research and Conservation of Biodiversity from the University of Salamanca
- ♦ Master's Degree in Medical Affairs and Medical Science Liaison from the Center for Higher Studies in the Pharmaceutical Industry
- ♦ Degree in Biology from the University of Extremadura

Mr. Moreno Izquierdo, Juan Manuel

- ♦ Responsible for the complete portfolio of Biosimilars and Hospital Generic Medicines in Iberia Commercial Head
- ♦ General Manager of Marketing at Biogen
- ♦ SNC Marketing Area Manager
- ♦ Master's Degree in Marketing and Commercial Management from the School of Business Administration and Management
- ♦ Bachelor's Degree in Economics from Carlos III University of Madrid

Mr. Muñoz, Ignacio

- ♦ Senior HR Business Partner at CAPITAL ENERGY
- ♦ Manager at Nexus Information Technology
- ♦ Expert in Executive Coaching Accredited by the International Coach Federation and Accredited Coach Training Program qualification
- ♦ Executive Master's Degree in Human Resources from Centro de Estudios Garrigues
- ♦ Degree in Psychopedagogy from the Complutense University of Madrid



Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

10

Impact on Your Career

This program will have a positive effect on the student's professional career in the business world, as it will enable them to successfully work in pharmaceutical companies, research centers and other institutions linked to this sector. They will also be able to develop effective marketing strategies, manage commercial teams, establish solid relationships with clients and achieve growth and profitability in a highly competitive and regulated environment.



“

You will achieve your professional growth objectives in the commercial area thanks to this 100% online degree”

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

TECH's MBA in Commercial and Marketing Management in the Pharmaceutical Industry is an intensive program that prepares you to face challenges and business decisions in the business and pharmaceutical fields. 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.

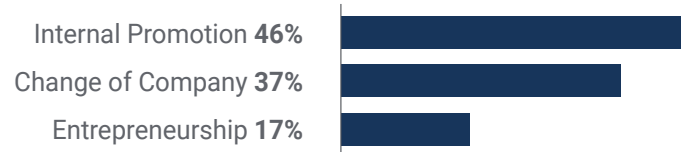
You will broaden your career prospects in the pharmaceutical industry thanks to the advanced program provided by TECH.

You will contribute to the advancement of innovative solutions in drug promotion and marketing of pharmaceuticals.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **27.19%** for our students



11

Benefits for Your Company

Professionals who chooses to study this MBA with TECH will be able to offer the company a competitive advantage by mastering the most current tools, techniques and strategies in Commercial and Marketing Management in the Pharmaceutical Industry. The mastery of this sector's environment and team management skills is a plus both for students and for the companies in which they hold senior management positions. Undoubtedly, a unique opportunity offered by the largest digital university in the world.



“

You will broaden your scope of action in the promotion and commercialization phase of new pharmacological products”

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.

12 Certificate

The MBA in Commercial and Marketing Management in the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree 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 an **MBA in Commercial and Marketing Management in the Pharmaceutical Industry** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** 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: **Executive Master's Degree in MBA in Commercial and Marketing Management in the Pharmaceutical Industry**

Modality: **online**

Duration: **12 months**

Accreditation: **90 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.



Executive Master's Degree MBA in Commercial and Marketing Management in the Pharmaceutical Industry

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree

MBA in Commercial and Marketing Management in the Pharmaceutical Industry