

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

M D C M I F





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

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 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/executive-master-degree/master-commercial-marketing-management-pharmaceutical-industry

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01 Welcome

Beyond research, discovery and development of new drugs that improve people's health, the pharmaceutical industry has become one of the main drivers of the economies 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 program, with high quality content and taught by specialists with extensive experience in this field.



Professional Master's Degree in Commercial and Marketing Management in the
Pharmaceutical Industry
TECH Global University



“

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

02

Why Study at TECH?

TECH is the world's largest 100% online school of business. It is an elite school of business, with a model based on the highest academic standards. A world-class centre 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 degree 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 enable you to enhance your team management skills and take on present and future challenges in this field. For this purpose, TECH provides the most advanced multimedia pedagogical tools, accessible 24 hours a day, from any electronic device with an Internet connection.



“

With this university degree you will be up to date on the use of AI, Blockchain and Big Data from real industry insiders"

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

The Executive Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry qualifies students to:

01

Acquire specialized knowledge in the
Pharmaceutical Industry

02

Deepen your knowledge of the
Pharmaceutical Industry

03

Delve into the latest developments in the
Pharmaceutical Industry

04

Understand the structure and operation 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 degree 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 gain skills in fields such as market research, promotional strategies, sales, data analysis or leadership. These skills will enable you to perform successfully in an industry that requires highly qualified specialists.





“

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

01

Apply fundamentals of pharmaceutical marketing

02

Develop skills in elaboration of marketing plans

03

Analyze the characteristics and needs of customers in the Pharmaceutical industry

04

Develop skills in design and execution of research studies



05

Develop Competencies in 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

Technology Project Management within this sector

12

Assess the financial impact of marketing strategies

10

Analyze key financial concepts

11

Apply Marketing project evaluation techniques



13

Understanding consumer behavior

14

Analyze the different market segments

15

Research trends and changes in consumer habits

16

Apply Market Research Techniques



06

Structure and Content

The Executive Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry aims to provide experts with a complete and up-to-date perspective of the sales and promotion TECHNIQUES and strategies used in this sector. All this, in addition, over 12 months and 1,500 teaching hours of intensive learning with the best didactic material of the present academic panorama.



“

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

Syllabus

One of the main novelties of this university proposal is its exploration in 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 the opportunities in this ever-changing field. constantly changing field.

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, you will explore the evaluation of sales performance or leadership in the pharmaceutical industry.

It also places special emphasis on the preparation of a marketing plan, focusing on objectives and strategies, communication and advertising. It also delves into consumer needs and behavior. All this, complemented by innovative didactic resources, accessible from anywhere in the world and with only a digital device with Internet connection.

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

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

Module 1	Pharmaceutical Industry
Module 2	Structure of the Pharmacist Industry
Module 3	Market Research the Pharmaceutical Industry
Module 4	The sales process in the Pharmaceutical industry
Module 5	Leadership and team management in the Pharmaceutical
Module 6	Pharmacist Marketing Plan
Module 7	Marketing Management Applied to the Pharmaceutical Industry
Module 8	New technologies applied to pharmaceutical sector
Module 9	Finance for the Marketing Department
Module 10	The consumer



Where, When and How is it Taught?

TECH offers the possibility of studying this Executive Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry entirely online. Throughout the 12 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. Pharmaceutical Industry

1.1. Pharmaceutical market

- 1.1.1. Pharmaceutical market structure
- 1.1.2. Pharmaceutical market players
- 1.1.3. Pharmaceutical market fundamentals
- 1.1.4. Pharmaceutical market development

1.2. Types of Products

- 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 Approvals

- 1.3.1. Clinical Trial Design
- 1.3.2. Education of Clinical Trials
- 1.3.3. Selections participating in clinical trial
- 1.3.4. Methodology of clinical trials

1.4. Supply Chain

- 1.4.1. Information Systems in Supply Chain
- 1.4.2. Supply Chain Technology
- 1.4.3. Cold chain management
- 1.4.4. Transport and Logistics Management

1.5. Drugs Dispensing

- 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 Professionals

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. Process validation

1.10. Quality control of medicines

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

Module 2. Structure of the Pharmacist Industry

2.1. Pharmacological development

- 2.1.1. Drug discovery
- 2.1.2. Pharmacokinetics
- 2.1.3. Pharmacodynamics
- 2.1.4. Pre-clinical trials

2.2. 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&I:

- 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. Intellectual Property Fundamentals
- 2.4.2. Patent application procedure
- 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. Cash discounts
- 2.7.3. Loyalty discounts
- 2.7.4. Profitability analysis on discounts

2.8. Pharmaceutical industry value chain

- 2.8.1. Risk Management.
- 2.8.2. Information technology
- 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 records

Module 3. Market Research in the Pharmaceutical Industry
3.1. Types of Market Research

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

3.2. Business intelligence

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

3.3. Demand Analysis

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

3.4. Market Segmentation

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

3.5. Competitor research

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

3.6. Trend Analysis

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

3.7. Corporate Image

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

3.8. Pricing Trend

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

3.9. Market access study

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

3.10. Latest technological trends in market research

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

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. Medical Visit

- 4.2.1. Responsibilities of medical sales representative
- 4.2.2. Ethics of health visitor
- 4.2.3. Effective Communication
- 4.2.4. Product knowledge

4.3. Point-of-sale promotional actions

- 4.3.1. Objectives of actions
- 4.3.2. Visual Merchandising
- 4.3.3. Material management
- 4.3.4. Impact assessment

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 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. Customer tracking

- 4.7.1. Customer tracking tools
- 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. Efficiency Analysis
- 4.9.3. Productivity Assessment
- 4.9.4. Evaluation of product profitability

4.10. Technological tools for sales

- 4.10.1. Customer Relationship Management (CRM)
- 4.10.2. Sales Force Automation
- 4.10.3. Optimization of routes
- 4.10.4. eCommerce 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. Leadership in Continuous Improvement

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 communication of change
- 5.6.3. Creating a sense of urgency
- 5.6.4. Identification of change leaders

5.7. Quality Management

- 5.7.1. Definition of quality standards
- 5.7.2. Implement of quality management system
- 5.7.3. Quality Control in Production
- 5.7.4. Supplier Management

5.8. Management of the marketing Budget

- 5.8.1. Strategic Marketing Planning
- 5.8.2. Establishment of the total marketing budget
- 5.8.3. Budget distribution by marketing channels
- 5.8.4. Investment Return Analysis (ROI)

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. Marketing strategy development
- 5.9.4. Marketing channel selection

5.10. Market news update

- 5.10.1. Market trend analysis
- 5.10.2. Competitor monitoring
- 5.10.3. Follow-up on new developments in the sector
- 5.10.4. Participation in events and conferences

Module 6. Pharmacist Marketing Plan**6.1. Basics of Pharmacist Marketing Plan**

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

6.2. Marketing plan objectives

- 6.2.1. SMART Objectives
- 6.2.2. Market penetration objectives
- 6.2.3. Sales growth targets
- 6.2.4. Customer Loyalty Objective

6.3. The general strategy of marketing plan

- 6.3.1. Vision definition
- 6.3.2. Objectives setting
- 6.3.3. Marketing Plan Tools
- 6.3.4. Conclusions

6.4. OTC Marketing

- 6.4.1. Analysis of OTC products market
- 6.4.2. Develop the Strategy
- 6.4.3. Packaging design
- 6.4.4. Expansion strategy development

6.5. Consumer care marketing

- 6.5.1. *Branding*
- 6.5.2. 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. Nutritional Marketing Advances
- 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. Identify the target market
- 6.9.2. Supplier collaboration
- 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. Communication team
- 7.1.4. Internal Communication

7.2. Advertising

- 7.2.1. Print advertising
- 7.2.2. Television advertisement
- 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. Marketing partners
- 7.4.2. Content Marketing
- 7.4.3. 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 health

7.6. Differentiation

- 7.6.1. Innovative medicines
- 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 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. Online communities

8.5. Intelligent medical devices

- 8.5.1. Intelligent insulin pumps
- 8.5.2. Connected glucose meters
- 8.5.3. Intelligent inhalers
- 8.5.4. Cardiac monitoring devices

8.6. 3D Printing

- 8.6.1. Manufacture of personalized medicines
- 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. Detection of Diseases
- 8.7.3. Photothermal therapy
- 8.7.4. Regenerative nanomedicine

8.8. Robotics

- 8.8.1. Production line automation
- 8.8.2. Drug synthesis
- 8.8.3. Automated pharmacy
- 8.8.4. Robots-Assisted Surgery

8.9. Biosensors

- 8.9.1. Glucose biosensors
- 8.9.2. PH biosensors
- 8.9.3. Oxygen biosensors
- 8.9.4. Oxygen biosensors

8.10. Augmented Reality

- 8.10.1. Product promotion
- 8.10.2. Training of professionals
- 8.10.3. Dosage Guide
- 8.10.4. Viewing medical data

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

- 9.1.1. Traditional advertising
- 9.1.2. Digital Marketing
- 9.1.3. Relationship with The Media
- 9.1.4. Public Relations

9.2. Cost and Benefit Analysis

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

9.3. Performance measurement

- 9.3.1. Market Share
- 9.3.2. Return 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. Production efficiency
- 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 the moment
- 9.7.4. Conclusions

9.8. Financial resources of the company

- 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. Viability of new products

- 9.10.1. Efficiency and safety
- 9.10.2. Demand.
- 9.10.3. Offer
- 9.10.4. Intellectual Property

Module 10. The consumer
10.1. Knowing the consumer

- 10.1.1. Sales Date Analysis
- 10.1.2. Consumer profile
- 10.1.3. Public Opinion Research
- 10.1.4. Customer satisfaction study

10.2. Trend in demand

- 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 Work Experience

- 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. Format adaptation

10.6. Consumer education

- 10.6.1. Adherence promotion
- 10.6.2. Safe use of over-the-counter medicines
- 10.6.3. Chronic disease education
- 10.6.4. Side Effects

10.7. Creation of Products

- 10.7.1. Preclinical Development
- 10.7.2. Clinical Trials
- 10.7.3. Manufacture
- 10.7.4. Packaging and labeling

10.8. The Relationship between Doctor and Patients

- 10.8.1. Open Communication
- 10.8.2. Transparent communication
- 10.8.3. Making shared Decisions
- 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

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”





A learning method that is different and innovative.

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

“

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

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

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

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

Relearning Methodology

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

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

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

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

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



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

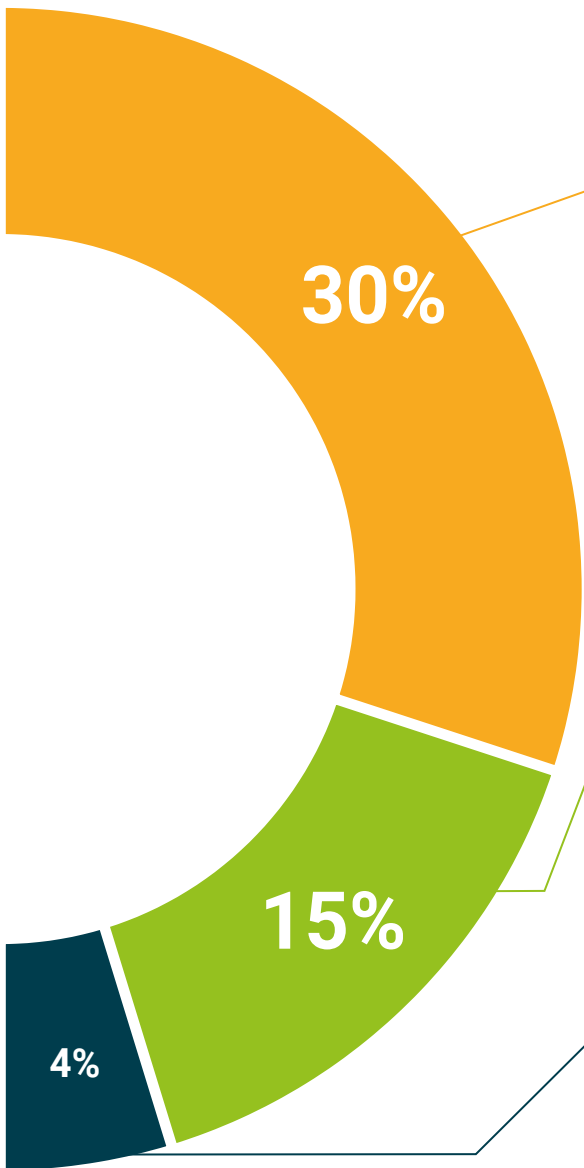
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 Executive Master's Degree is aimed at university graduates who have previously completed a degree in the field of Engineering, of medicine and the pharmaceutical sector.

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

Professionals with a university degree in any field and two years of work experience in a related field may also take the Executive Master's Degree.





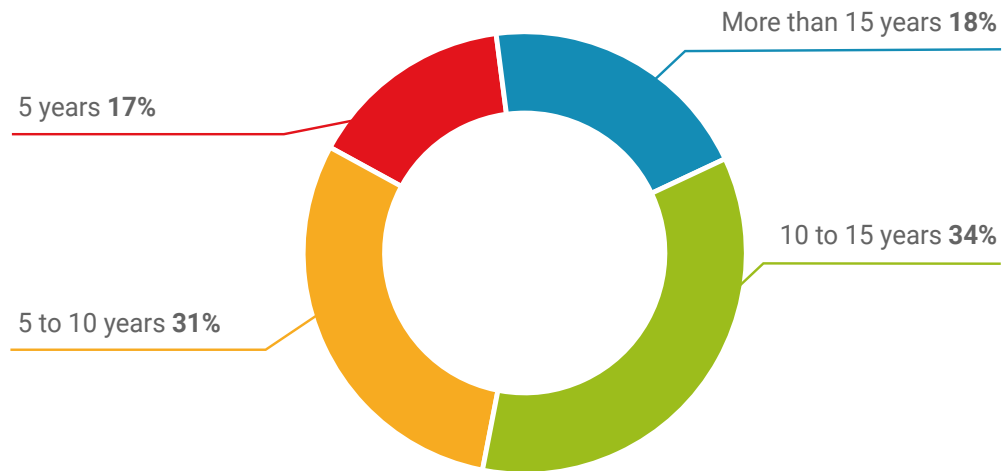
“

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

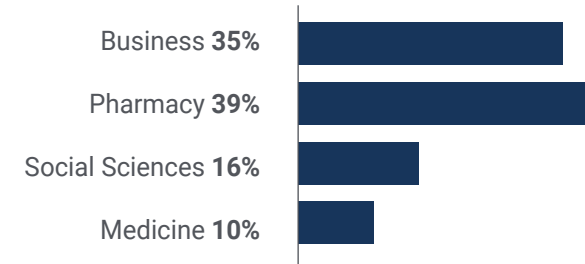
Average Age

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

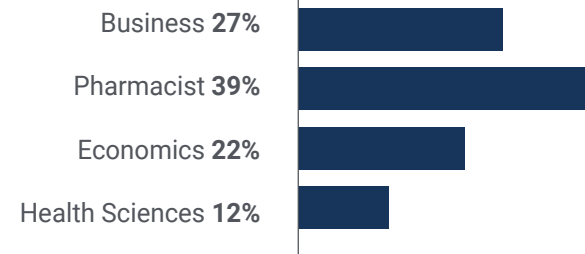
Years of Experience



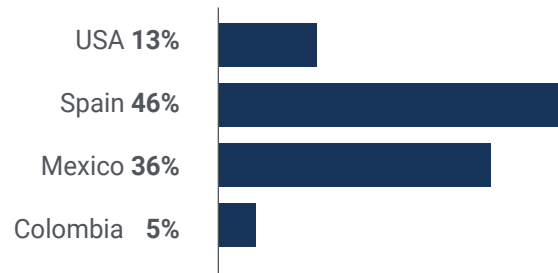
Training



Educational Profile



Geographical Distribution



Enrique Fernández

Specialist in Healthcare Marketing

"The program provided me with a unique blend of business knowledge and skills. The teachers are outstanding specialists in their respective areas and their pragmatic approach allowed me to put into practice the concepts learned in real industry situations and to improve 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, the graduate will have the guarantee of access to a syllabus prepared by recognized experts in the pharmaceutical sector and in Marketing areas. This will allow the professional to progress in this industry under the guidance of real experts. Likewise, thanks to the proximity of the faculty, the student 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"

Management



Mr. Calderón, Carlos

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



Mr. Expósito Esteban, Alejandro

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

Professors

Mr. 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
- ♦ Bachelor's degree in Business Administration and Management from *Saint Louis University*
- ♦ Member of: ANEFP, Farmaindustry, ADEFAM

Mr. 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*

Mr. Cuadrado, Juan

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

Mr. Rivera Madrigal, Víctor

- Account Manager at EIMedical
- Medical Visitor at *Innovasc Integral Solutions S.L.*
- Sales Specialist at *UCC Europe*
- Healthcare Marketing Technician

Mr. Rodríguez Muñoz, Rubén

- *Director of Marketing of Vaccines at GSK*
- *Adult Vaccine Manager and Launch Lead at GSK*
- *Market Access Manager en Baxter International Inc*
- Bayer Territorial Healthcare Manager
- Product Manager at Bayer
- Degree in Advertising and Public Relations from the *ESIC Business School*
- Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry from the Center for Higher Studies in the Pharmaceutical Industry (CESIF).
- Master's Degree in Health Evaluation and Market Access (Pharmacoeconomics), Universidad Carlos III de Madrid.



JMRT-Plane		
2	4	8
25,5 Gy	26,3 Gy	34,1 Gy
8,8 Gy	36,5 Gy	35,3 Gy
32,2 Gy	30,3 Gy	35,8 Gy
44,1 Gy	42,9 Gy	37,8 Gy
44,7 Gy	45,7 Gy	42,0 Gy
		107,47%



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

10

Impact on Your Career

This qualification will have a positive effect on the student's professional career in the business world, as it will enable them to work successfully in pharmaceutical companies, research centers and other institutions linked to this sector. You will also develop effective marketing strategies, manage sales teams, build strong customer relationships 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 program"

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

The Executive Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry from TECH is an intensive program that prepares you to face challenges and business decisions in the field of Industry 4.0. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

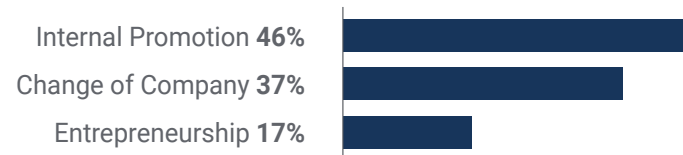
You will broaden your career prospects in the pharmaceutical industry thanks to the advanced program provided by TECH.

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

Time of Change



Type of Change



Salary Increase

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



11

Benefits for Your Company

The professional who chooses to study this Executive Master's Degree with TECH will be able to offer the company a competitive advantage by mastering the most current tools, techniques and strategies in Marketing and Commercial Management in the Pharmaceutical Industry. 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. Without a doubt, this is a unique opportunity that offers you the the world's largest online university, could offer.





“

You will broaden your field of action in the promotion and marketing 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 Executive Master's Degree 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 program will allow you to obtain your **Executive Master's Degree diploma 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** 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: **Executive Master's Degree in Commercial and Marketing Management in the Pharmaceutical Industry**

Modality: **online**

Duration: **12 months**

Accreditation: **60 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 Commercial and Marketing Management in the Pharmaceutical Industry

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

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