

DIPLOMA | Pharmaceutical Marketing

By London City University

Course Overview

This course is intended help aspiring executives in the pharmaceutical organizations to learn the knowledge, proficiencies and ethical compass to accomplish something in this domain. The topics covered include research ethics, bioethics, healthcare reorganization, drug advertising and many more. The students can explore perspectives from academic as well as real-time industry standpoints.

Why should one take this certification?

This course is designed for professionals wanting to get promotion in their chosen areas and career.

Course Outline

- ❖ Legal, Regulatory, and Ethical Issues in context of Pharmaceutical industry
- ❖ Pharmaceutical advertising
- ❖ Pricing & compensation
- ❖ The Pharmaceutical Market
- ❖ Product Management
- ❖ Marketing Research
- ❖ Segmentation and Positioning
- ❖ Marketing Resource Allocation
- ❖ Healthcare System
- ❖ Category creation
- ❖ Corporate Social Responsibility (CSR) Issues in the Pharmaceutical Industry
- ❖ Managing the Pharmaceutical Sales Organization
- ❖ Decision making

Course duration	3 Months OR as per your requirement Flexible and dependent on your time frame and need
Entry Requirements	A Success Oriented Personality
Certification	London City University , will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
Mode of application	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to info@cvwarehouse.ae and get 50% discount on all courses offered by London City University
Course Assessment	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.