

Live Online

PROFESSIONAL PHARMACEUTICAL MARKETING CERTIFICATE

EMBARK ON A MARKETING JOURNEY
FROM STRATEGY TO EXECUTION

[APPLY NOW](#) 

Program Overview

As pharmaceutical companies invest aggressively into emerging markets, the Pharmaceutical industry continues to grow at a rapid rate. The new world of patient advocacy, increase in chronic diseases, heightened patient expectations and more strict drug regulations push Pharma companies to embrace those challenges and adopt a patient-centric approach to market their offerings.

The Professional Pharmaceutical Marketing Certificate is designed to provide professionals in the Pharma industry with the vision to adopt a service-oriented model to pharmaceutical marketing rather than a drug-oriented approach. Professional in sales, marketing, business development, or market access will go through a journey that spans marketing planning, market access, marketing research, integrated marketing communications, and distribution channels.

By the end of the certificate, professionals will be able to design advertising, marketing, and educational campaigns geared towards different stakeholders. They will also be able to develop product/brand launch, marketing plans and perform competitive analysis.

The program adopts interactive methodologies, projects, local case studies, and group discussions that provide participants with the knowledge and skills to stand out in the Pharmaceutical job market.

Key Benefits



Program Outline

Core Courses

Marketing Strategy and Planning

24 hrs

- This course is designed to provide the foundational principles of marketing in the pharmaceutical and healthcare industry. It focuses on introducing the participant to the unique characteristics of pharmaceutical marketing, and the most efficient techniques used to gather information to build a solid situational analysis, which is the backbone for building an effective, best-in-class marketing plan for product/portfolio.
- By the end of this course, participants will be able to adopt the most recent techniques/matrices for gathering, identifying and analyzing external, internal and competitors' information. They will also be able to perform the right segmentation, targeting and positioning for their product/portfolio. Through hands-on activities, participants will be able to secure a swift transition into the following courses of marketing plan implementation.

Market Access

24 hrs

- Today, developing innovative therapies in the market is no longer sufficient to be competitive. The traditional healthcare customers are no longer independent decision makers and must operate as representatives of an interconnected system.
- This course provides a thorough understanding of market access concepts, tools, and the key stakeholders involved. It covers advocacy, government and public policy, pricing, reimbursement, communication, health technology assessment, and health economics. It is designed for those wishing to integrate market access strategies in marketing and commercial plans, or require a foundation for more advanced learning.
- Through interactive methodologies, best-practices, and peer-to-peer discussions, participants will gain the know-how that will enable them to develop a market access plan that best responds to the demands of constantly changing political climates, healthcare systems, and emerging key influential institutions.



Program Outline

Marketing Research and Analytics

21 hrs

- This course provides participants with an overview of pharmaceutical marketing trends, opportunities and challenges. It focuses on the importance of marketing research, to offer insights into customer preferences and trends that can be used for marketing and business decisions. It covers how marketing analytics can enable marketers to measure, manage, and analyze marketing performance to maximize the effectiveness and optimize the return on investment.
- By the end of this course, participants will identify how to use market research information to initiate and complete marketing strategy planning. They will also have the ability to distinguish between different marketing research methods, and recognize the value of having good market intelligence to minimize risks when making key business decisions.
- Through interactive methodologies, collaboration, projects, case studies and discussions, participants will gain knowledge, skills and insights that will enable them to manage Marketing Research and Analytics to support informed business decisions.

Marketing Execution 1: Communication Channels

15 hrs

- Marketing execution is the process that turns the marketing strategy into action. It brings the marketing goals and tactics to life. Marketing communications are the strategies and tools used to deliver the perceived value to the target audience. During this course, pharma professionals will explore the marketing communications process, marketing communications mix (from digital to personal selling), and performance evaluation. Through the journey, pharma industry-unique challenges will be discussed. These factors include marketing communications challenges unique to the pharmaceutical industry including ethics, audience multi-layered complexity and the strict governing laws and regulations.
- By the end of this course, participants will gain skills and experience to be able to translate marketing strategy into an optimized marketing communications plan and recognize how marketing communications can drive performance by engaging, serving and communicating with consumers and other stakeholders across many channels.



Program Outline

Marketing Execution 2: **Distribution Channels**

24 hrs

- This course is designed to provide participants with the foundational principles of distribution in the pharmaceutical industry from a commercial perspective. It is for those wishing to align marketing strategies with corporate and function strategies.
- By the end of this course, participants will be able to recognize and evaluate the distribution channels, understand the difference between prescription and consumer portfolios, and demonstrate how organizations use integrated marketing communication with focus on evolving Digital Marketing. They will also have a better understanding of Omni Channel Marketing, to support their marketing strategies and augment their financial acumen which will enable product portfolio management and strategic decision making.

Business Acumen **Self-Paced Online**

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

For the most updated list of Business Acumen courses [CLICK HERE](#)

Who Should Attend?

- **Professionals working in the healthcare industry**

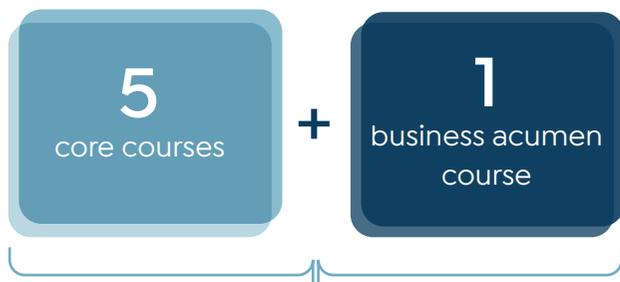
Pharmaceuticals, biopharmaceuticals, medical devices and nutraceuticals.

- Medical representatives, key account managers and product specialists
- Junior product and brand managers
- Professionals in medical affairs, regulatory, business development and market access.

Admission Criteria

- Bachelor's degree
- Proficiency in written and spoken English
- A minimum of 2 years of relevant work experience

Program Highlights



- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Pharmaceuticals/Healthcare oriented program customized to address current marketing related industry challenges

Program Fees

Fees / Core program course	EGP 7,200
Business Acumen Online	EGP 2,000
Total program investment:	EGP 38,000

[CLICK HERE](#) for payment options

Certificate

Certificate of Completion from the School of Business will be granted to participants who complete at least 75% of the program's total hours.



Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.



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