

أكاديمية
إعمل
بزنسTM
Medical

Pharmaceutical Digital Marketing Diploma



About E3mel Business Medical Academy

E3mel Business Medical is the first educational platform in the Arab world specialized in the medical field. Launched in 2019, it provides professional training programs for graduates and professionals across various medical and scientific disciplines, including human medicine, veterinary medicine, science, cosmetics, and health nutrition. The academy delivers its training through a distinguished group of top experts—physicians, pharmacists, and scientists with extensive experience.

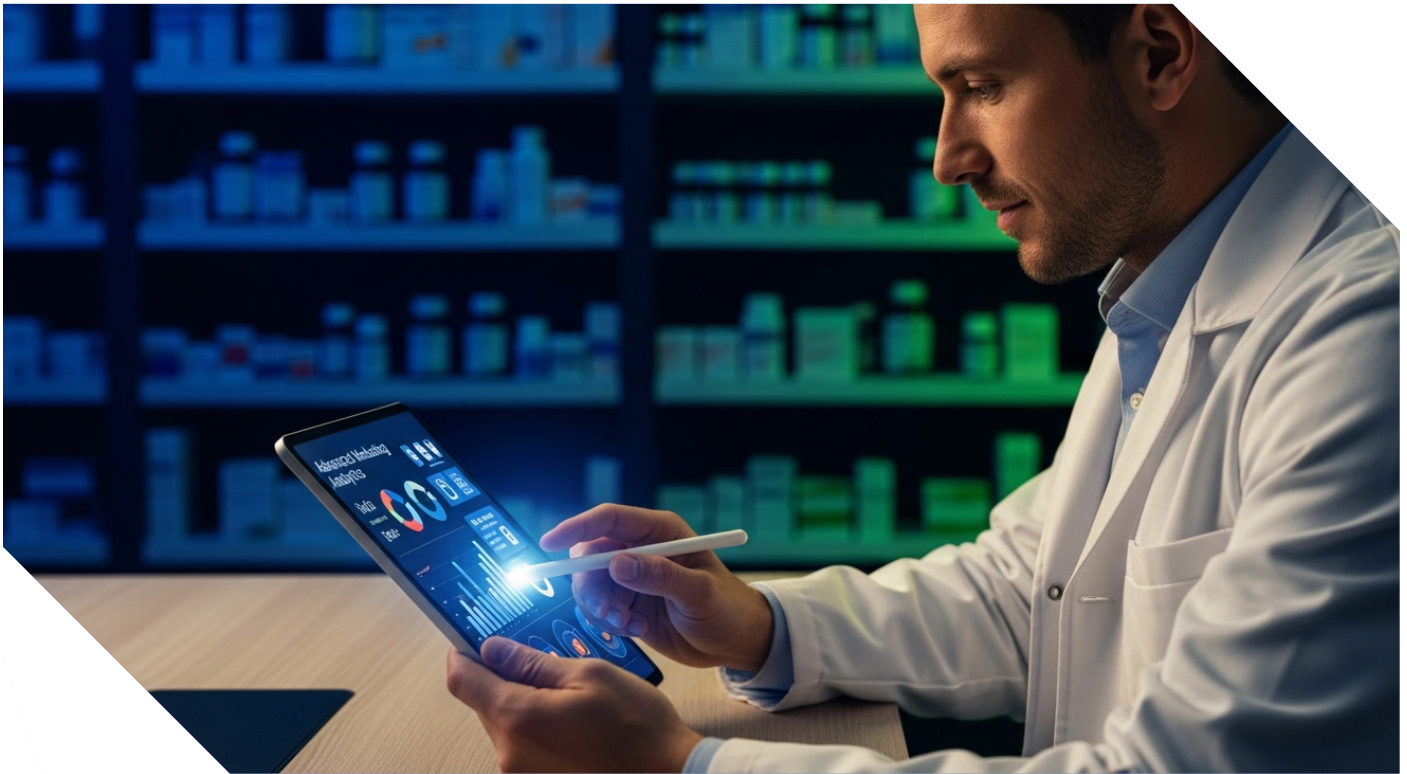
About the Diploma

The Pharmaceutical Digital Marketing Diploma provides the essential knowledge needed to transition from traditional marketing tools and direct communication to modern digital marketing strategies and tools.

The diploma focuses on how to leverage different digital channels such as social media, apps, digital tools, and big data management, in addition to analysing results and making data-driven decisions.

Diploma Accreditations





Who Is This Diploma For?

Quality Management Diploma for...



New digital marketers.



Individuals who want to launch digital marketing campaigns in the pharmaceutical field.



Specialists working in marketing agencies, social media, and digital marketing.



Why Study the Diploma with **E3mel Business Medical**

01

- ◆ Continuously updated content that keeps pace with the latest developments.

02

- ◆ Flexible online learning that fits your personal schedule.

03

- ◆ Practical training on all marketing tools.

04

- ◆ An accredited certificate that enhances your employability.

What Will You Learn After **Completing the Diploma?**



Understanding the fundamentals of transitioning from traditional to digital marketing.

- Working with different digital channels and integrating them effectively.



Obtaining accurate digital analytics and interpreting big data.

- Managing digital campaigns and improving performance results.

Certificate



Upon completing all courses in the Pharmaceutical Digital Marketing Diploma, the learner receives a free accredited certificate from E3mel Business Medical Academy, plus optional certificates for each course.

The learner can also obtain an accredited certificate from EBU University (USA) within a maximum of 90 days from the request date.

Study Method

The diploma consists of one training course, and at the end of it, the learner must pass a test with a minimum success rate of 50%.

The study duration is 12 months, and it can be reduced depending on the learner's preference to study multiple subjects in a shorter period.

If the learner does not pass the test, they can retake it one week after the first attempt.

The study is conducted online through the academy's website, and upon successfully completing all courses, the learner receives an accredited certificate from E3mel Business Medical Academy.

Diploma highlights

Program Duration
12 month

Number of Instructors
1

Courses
1

Total Study Hours
19

Courses of the diploma **and the Duration:**

Duration	Course
19:27:03	Intro
	Content Marketing
	Google Ad words
	SEO
	Website, UX & UI
	Social Media
	E-mail Marketing
	Online Reputation Management
	Mobile Marketing
	Google Analytics
	Video Marketing
	Affiliate Marketing

Diploma Instructor



Dr. Fady Emile

- Bachelor of Science in Pharmacy "Fifth in Class"
- Holder of a Marketing Diploma from the American University in Cairo (AUC)
- Certified in CIM – Level 6 in Marketing
- Brand Manager – Cardiovascular Franchise, North East Africa (Merck Group)
- Member of the Global Chief Digital Organization and Regional Digital Community teams at Merck Group

اتصل بنا



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