

أكاديمية
إعمل
بизнес

Medical

Pharmaceutical Marketing Diploma



About E3mel Business Medical

E3mel Business Medical is the first educational platform in the Arab world specialized in the medical field.

It was launched in 2019 to provide professional training courses for graduates and professionals across various medical and scientific disciplines, including human medicine, veterinary medicine, sciences, cosmetics, and nutrition, delivered by a distinguished group of doctors, pharmacists, and scientists with extensive expertise.

About the Diploma

The Pharmaceutical Marketing Diploma qualifies you to acquire the essential and managerial skills needed to excel in healthcare management, through an integrated set of modules that combine marketing, leadership, strategic planning, and total quality management in healthcare institutions.

Throughout the program, participants will learn the core differences between marketing, sales, and advertising, and how to establish a professional and integrated marketing department within an organization.

The diploma also covers marketing concepts, planning, and negotiation and presentation skills.

The diploma is delivered under the supervision of a distinguished team of experts in management and healthcare marketing, ensuring a comprehensive scientific content and hands on professional training that prepares you to become a future leader in the healthcare sector.

Diploma Accreditation



ENTREPRENEURSHIP & BUSINESS
UNIVERSITY



Who is the diploma for?

Pharmaceutical Marketing Diploma for



Professionals in the pharmaceutical industry

Professionals working in the pharmaceutical industry who wish to enhance their managerial and marketing skills.



Medical representatives

Medical representatives, whether fresh graduates or experienced professionals.

**Sales supervisors and brand managers**

Sales supervisors and brand managers in pharmaceutical companies.

**marketing and business administration**

Individuals working in marketing and business administration within the healthcare and pharmaceutical sectors.

**Hospital staff and healthcare administrators**

Hospital staff and healthcare administrators involved in operations and management.



Specialists in healthcare quality

Specialists in healthcare quality and hospital operations management.



Anyone interested in developing leadership

Anyone interested in developing leadership and management skills within the healthcare and medical industries.

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

01

- ◆ Continuously updated content that reflects the latest developments in nutrition science.

02

- ◆ Flexible online learning that fits your personal schedule.

03

- ◆ Hands-on training on nutritional formulas and applications.

04

- ◆ An accredited certificate that strengthens your position in the job market.

What will you Learn After Completing the Diploma?

- Understand the fundamentals and strategies of marketing in the pharmaceutical sector.
- Acquire professional negotiation, presentation, and persuasion skills.
- Design and implement effective marketing plans for pharmacies and medical institutions.
- Use digital tools for analysis and campaign management.
- Develop leadership skills and manage sales teams effectively.

Certificate



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

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

Study Method

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.

The diploma consists of 14 training courses, and at the end of each course, the learner must pass a test with a minimum success rate of 50%.

If the learner does not pass the test, it can be retaken 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 in Numbers

Diploma Courses
14

Instructors
10

Study duration
12Months

Total Study Hours
67 hours

Diploma Courses and Duration

Training Course	Duration
Negotiation Skills	02:37:21
Stress Management	02:09:01
Presentation Skills for Pharmaceuticals	05:27:19
Microsoft Excel for First and Second Managerial Levels	07:18:36
Strategic Marketing - Advanced	05:01:30
Recruitment & Selection	02:56:45
Community Pharmacy Marketing Plan	05:29:50
Marketing Diploma in Healthcare Organization	13:05:09
Pharmaceutical Marketing for Non-Marketers	04:08:48
Hospital Branding	4:39:12
Marketing Research	4:02:59
Motivation for employees	4:33:14
Coaching and Developing Medical Representatives	3:45:46
Emotional Intelligence	2:15:58

Note: The duration of each course is shown in hours and minutes.

Diploma Instructors



Dr. Raafat Youssef

Holds a PhD in Management from Denmark — with more than 17 years of experience as a specialist in management and marketing.



Dr. Ayman Rabie

MBA from Brooklyn Academy — Diploma in Marketing from the University of Cambridge.



Eng. Mennah Mourad

Microsoft Certified Trainer — over 12 years of experience in training individuals and corporations.



Dr. Mostafa Nawarag

Senior Regional Trainer & Consultant for corporations — Consultant at the Arab Academy for Science and Technology.

**Dr. Mohamed Attia Abdallah**

Holds a PhD in Business Administration — MBA in Marketing — 25 years of experience in the healthcare sector.

Ms. Marwa Roshdy

Holds a PhD in International Business Administration — Lecturer at IBSS and the Canadian Chamber of Commerce.

**Dr. Amgad Fahmy**

Completed the CIM professional certificate and diploma at the American University in Cairo — 18 years of experience in sales and marketing.

**Dr. Ahmed Yasser Suleiman**

Holds a Bachelor's degree in Medicine and Surgery, MBA from the UK — Chairman of Medex Healthcare.

**Dr. Assem Abou El-Naggar**

Holds an MBA from IBSS in Denmark — 20 years of experience in international pharmaceutical companies in Egypt and Saudi Arabia.

**Dr. Ahmed Saeed**

Over 19 years of experience in teaching, consulting, corporate restructuring, project management, HR, and KPI development



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