

# Postgraduate Certificate

## Trade Marketing in Parapharmacies



## Postgraduate Certificate Trade Marketing in Parapharmacies

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Accesso web: [www.techtitute.com/us/pharmacy/postgraduate-certificate/parapharmacy-trade-marketing](http://www.techtitute.com/us/pharmacy/postgraduate-certificate/parapharmacy-trade-marketing)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Course Management

---

p. 12

04

Structure and Content

---

p. 16

05

Methodology

---

p. 20

06

Certificate

---

p. 28

# 01

# Introduction

The relationship between pharmacists and the main suppliers of parapharmaceutical products is key in the development of sales strategies aimed at increasing or positioning the brand. Nowadays, new technologies have transformed the business model, with many of these establishments being established both in person and digitally. A broad scenario that requires a mastery of the current parapharmacy ecosystem. In this sense, TECH has created this program that leads the graduate to be aware of the actions of mobile Marketing, the location of products in showcase or the main synergies with distributors. All with innovative multimedia teaching material, accessible from any electronic device with an Internet connection.



“

*A 100% online Postgraduate Certificate that will allow you to be up to date with the most effective strategies in Trade Marketing in Parapharmacies".*

In the new framework of parapharmacies, where technology reigns and distribution channels are increasingly essential to obtain customer satisfaction, the pharmaceutical professional must be aware of the latest strategies used to design promotional plans in coordination with suppliers.

Actions that benefit both the manufacturer and the parapharmacist, but that require the application of the most current actions that incorporate new technologies and the most advanced knowledge in Marketing. For this reason, TECH has designed this Postgraduate Certificate in *Trade Marketing in Parapharmacies*.

This is a program of 150 teaching hours, where the graduates will be able to delve into the main techniques used to generate visual impact through shop windows, make the most of the potential of mobile marketing or strengthen links with suppliers to obtain greater profitability from promotions. All of this is complemented with video summaries, detailed videos, readings and case studies that increase the dynamism and attractiveness of this program.

The professionals are faced with a unique academic option that facilitates an update through a flexible program, without classes with fixed schedules and with the possibility of accessing the syllabus at any time of the day, through a cell phone, computer or *Tablet* with an Internet connection. In this way, students have the freedom to self-manage their study time and make their daily responsibilities compatible with a quality Postgraduate Certificate.

This **Postgraduate Certificate in Trade Marketing in Parapharmacies** contains the most complete and up-to-date educational program on the market.

Its most notable features are:

- ♦ The development of practical cases presented by experts in Pharmacy.
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice.
- ♦ Practical exercises where self-assessment can be used to improve learning.
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*TECH's Relearning method will help you reduce the long hours of study and consolidate key concepts in a simple way".*



“

*Get an update on the distribution of products in the Parapharmacy showcase and increase your sales options".*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. This will be done with the help of an innovative system of interactive videos made by renowned experts.

*Learn more about the benefits of using the smart box, its structure and functions.*

*The case studies will allow you to integrate Trade Marketing more in line with your Parapharmacy business strategy.*



# 02 Objectives

The purpose of this Postgraduate Certificate is to provide the pharmaceutical professional with a complete update on *Trade Marketing* in 150 teaching hours. An academic journey that will allow them to be aware of the most effective actions for closing agreements with suppliers, the choice of the same and the most successful sales tools. These are goals that students will be able to achieve thanks to the magnificent teaching team that integrates this program.





“

*You will achieve an effective update on the involvement of suppliers in Trade Marketing actions through this online academic option".*



## General Objectives

---

- ♦ Broaden knowledge of Parapharmacy Management
- ♦ Enhance skills for the creation and management of online Parapharmacies
- ♦ Boost the performance of the Parapharmacy business
- ♦ Analyze the most effective marketing strategies in the sector.
- ♦ Incorporate the latest technological innovations for the start-up or adaptation of Parapharmacy projects.
- ♦ Be aware of all types of products marketable through Parapharmacies.
- ♦ Delve into the Parapharmaceutical market
- ♦ Implement actions of analysis and digital positioning of a Parapharmacy





### Specific Objectives

---

- ♦ Delve in the main characteristics of Trade Marketing.
- ♦ Analyze the new trends in Parapharmacy shelves.
- ♦ Obtain a current view on the benefits of Cashkeeper
- ♦ Delve into the mobile marketing used in Parapharmacy.

“

*With this program, delve into the Sell in and Sell out as indicators of the performance of the Parapharmacy and implements the most effective actions".*

03

# Course Management

TECH has selected for this Postgraduate Certificate an excellent teaching staff with an outstanding career in the field of Communication, Advertising and the pharmaceutical sector. A specialized team that brings to this program its extensive knowledge of *Trade Marketing*, and that, given its proximity, will allow the graduates to resolve any doubts they may have about the content of this program. A unique opportunity that only TECH offers.



“

*Distinguished professionals in the area of Communication will be responsible for teaching this complete update in Trade Marketing oriented to Parapharmacies”.*

## Management



### Ms. Forner Puig, María José

- ♦ Pharmacist expert in Phytotherapy. Product specialist at Laboratorios Arkopharma.
- ♦ Assistant pharmacist at Traver-Martin Pharmacy.
- ♦ Professional Master's Degree in Dietetics, Nutrition and Nutritional Coaching by Sefhor Spanish Training Society.
- ♦ Postgraduate Diploma in Nutrition, Dietetics and Phytotherapy by the UNED (National University of Distance Education)
- ♦ Postgraduate Certificate in Sports Nutrition in Football by Barça Innovation Hub Universiti
- ♦ Degree in Pharmacy from the University of Valencia

## Professors

### Ms. Sáenz Suárez, Lucía

- ♦ Coordinator and responsible for accreditations at RICOSE
- ♦ Assistant Pharmacist in Pharmacy González García
- ♦ Assistant Pharmacist in Pharmacy Moreno Menayo
- ♦ Product Specialist in Arkopharma Laboratory
- ♦ Sales Delegate of Dermocosmetics in A.G.FARMA
- ♦ Sales Delegate of Infant Nutrition area for Nestlé
- ♦ Medical Visitor for Juste Group
- ♦ Professional Master's Degree in Business Administration from the School of Industrial Organization.
- ♦ Postgraduate Diploma in Nutrition, Dietetics and Phytotherapy in Community Medicine by the UNED (National University of Distance Learning)
- ♦ Degree in Pharmacy from the University of Seville.





04

# Structure and Content

The professionals who take this university program will have before them a syllabus prepared by a teaching team with an excellent professional background in the advertising and pharmaceutical fields. Both areas are reflected in a program that will allow them to update their knowledge about the marketing strategies used in this business model, as well as the most effective actions aimed at product rotation on the shelf, launching promotions or carrying out actions for brand reinforcement. All of this is complemented by a library of virtual resources, available 24 hours a day, 7 days a week.



“

*An advanced program that provides you with an intensive 6-week update on the latest trends in Trade Marketing in Parapharmacies".*

## Module 1. Trade Marketing in Parapharmacy

- 1.1. Trade Marketing: Functions
  - 1.1.1. *The Definition of Trade Marketing*
  - 1.1.2. Functions of Pharmaceutical Trade Marketing
  - 1.1.3. Main Trade Marketing Techniques
  - 1.1.4. The 4 Ps
- 1.2. Parapharmacy Line
  - 1.2.1. What is the Parapharmacy Shelf?
  - 1.2.2. Display Level
  - 1.2.3. Hot Spots
  - 1.2.4. Cold Spots
- 1.3. The Counter
  - 1.3.1. Tips for a Dazzling Countertop
  - 1.3.2. Counter Layout
  - 1.3.3. The Importance of the Counter
  - 1.3.4. Counter Placement According to Season
- 1.4. The Cashkeeper Smart Cash Drawer
  - 1.4.1. Definition
  - 1.4.2. Structure
  - 1.4.3. What It is Used For
  - 1.4.4. Benefits of Use
- 1.5. Parapharmacy Showcase
  - 1.5.1. Tips for a Dazzling Showcase
  - 1.5.2. Distribution of the Showcase
  - 1.5.3 The Importance of the Showcase
  - 1.5.4. Placement of the Shop Window According to the Season
- 1.6. Sell In, Sell Out in Parapharmacy
  - 1.6.1. Differences between *Sell In* and *Sell Out*
  - 1.6.2. What is Sell In?
  - 1.6.3. What is *Sell Out*?
  - 1.6.4. *Sell In* and *Sell Out* as Performance Indicators



- 1.7. Suppliers as *Partners*
  - 1.7.1. Supplier Involvement
  - 1.7.2. *Merchandising*
  - 1.7.3. Type of Suppliers
  - 1.7.4. Synergy between Supplier and Parapharmacy
- 1.8. Mobile Marketing in the Parapharmacy
  - 1.8.1. Definition
  - 1.8.2. Main Structures
  - 1.8.3. Objectives
  - 1.8.4. Multidevice
- 1.9. Social Marketing in Parapharmacy
  - 1.9.1. Definition
  - 1.9.2. Main Structures
  - 1.9.3. Objectives
  - 1.9.4. Analyzing Attitudes, Beliefs, Values and Behaviors.
- 1.10. Video Marketing in Parapharmacy
  - 1.10.1 Definition
  - 1.10.2 Main Structures
  - 1.10.3 Objectives
  - 1.10.4 Video Content and Format



*With this program you will be up to date with the most successful viral marketing actions used in the Parapharmacy sector".*



# 05 Methodology

This 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”*

## At TECH, we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a “case”, an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, attempting to recreate the actual conditions in a pharmacist's professional practice.

“

*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method.*

The effectiveness of the method is justified by four fundamental achievements:

1. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*Pharmacists will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

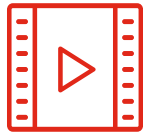
With this methodology, more than 115,000 pharmacists have been prepared with unprecedented success in all clinical specialties, regardless of the surgical load. This educational methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile 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.*

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.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.

This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is created specifically for the course by specialist pharmacists who will be teaching the course, so that educational development is highly specific and accurate.

These contents are then adapted in 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.



#### Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, students can watch them as many times as they want.



#### Interactive Summaries

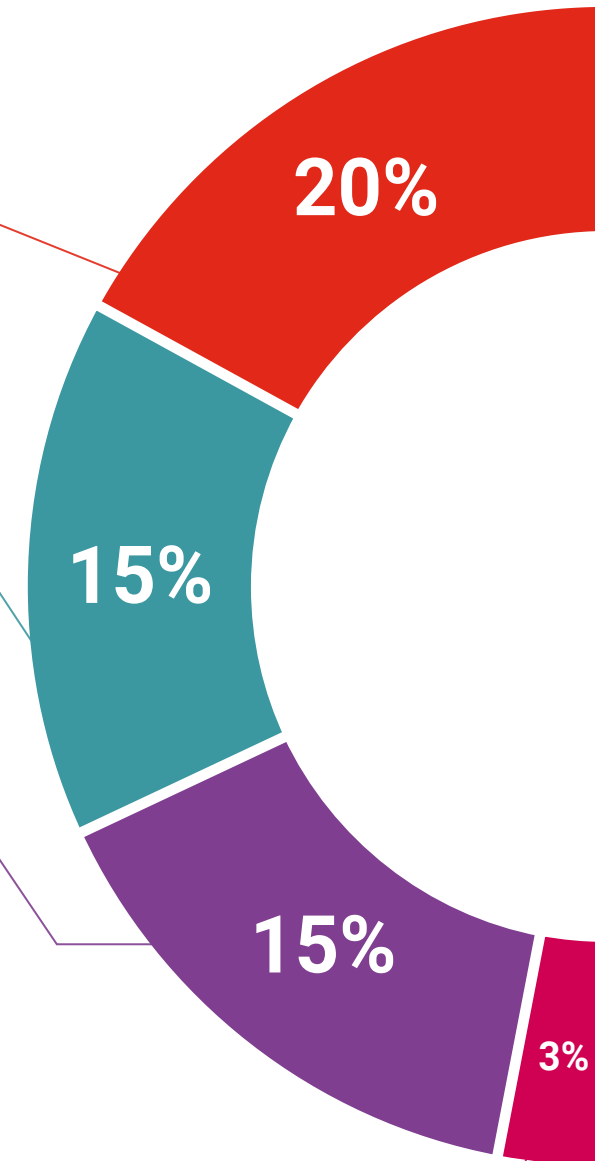
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

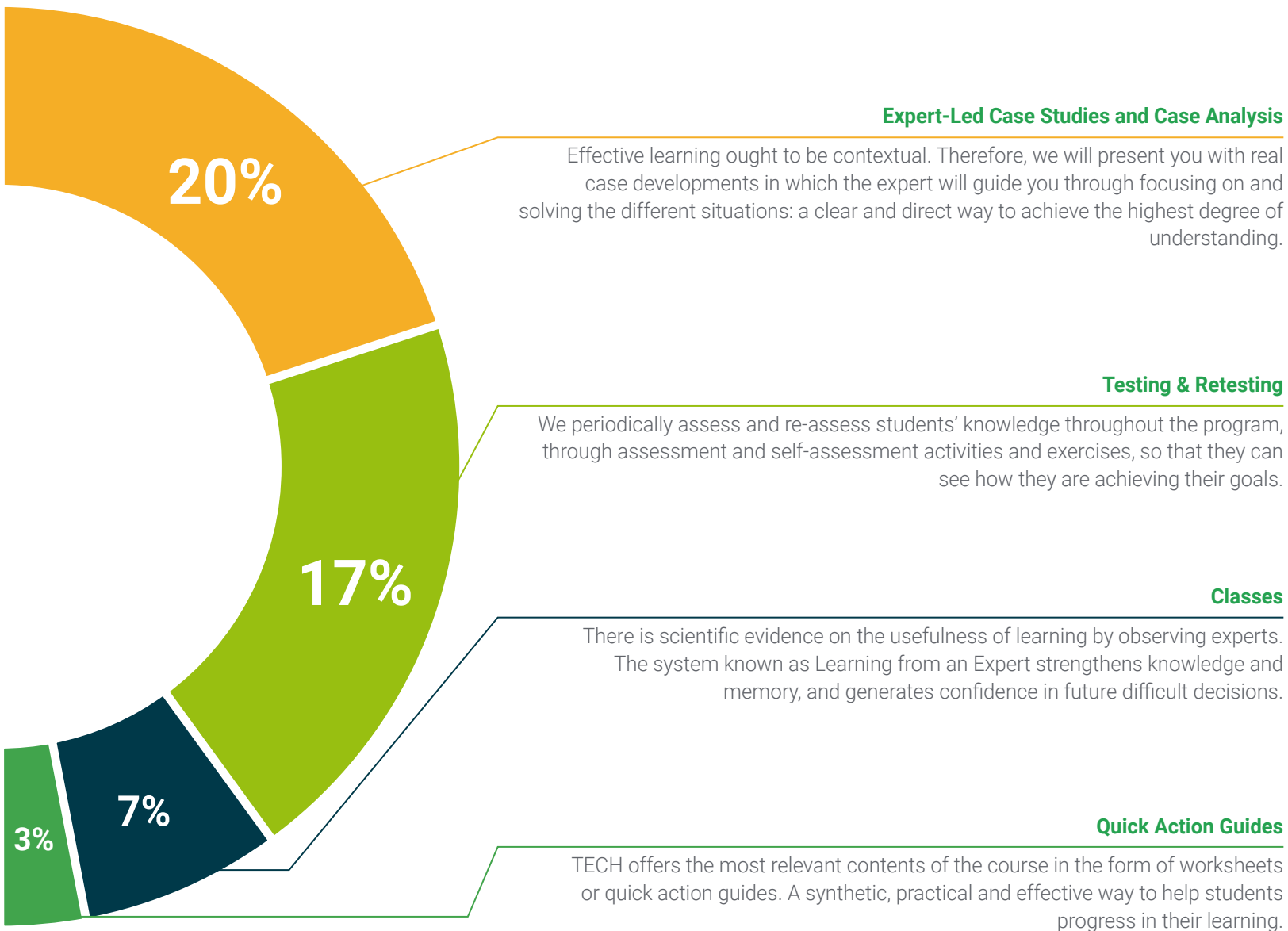


#### Additional Reading

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.







# 06 Certificate

The Postgraduate Certificate in Trade Marketing in Parapharmacies guarantees, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate 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 a **Postgraduate Certificate in Trade Marketing in Parapharmacies** endorsed by TECH Global University, the largest digital university in the world.

**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 educational framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of joint 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 continuous education and professional updating that guarantees the acquisition of competencies in its area of knowledge, conferring a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Trade Marketing in Parapharmacies**

ECTS: **6**

Official N° of Hours: **150 hours**.





## Postgraduate Certificate

### Trade Marketing in Parapharmacies

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online



# Postgraduate Certificate

## Trade Marketing in Parapharmacies