

# Postgraduate Certificate Parapharmacy Marketing Plan





## Postgraduate Certificate Parapharmacy Marketing Plan

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/pharmacy/postgraduate-certificate/parapharmacy-marketing-plan](http://www.techtute.com/in/pharmacy/postgraduate-certificate/parapharmacy-marketing-plan)

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# 01

# Introduction

Increase sales, improve stock turnover or build customer loyalty. Whatever the objectives of the parapharmacy business, in order to achieve them, it must have an excellent marketing strategy. Likewise, digital transformation and consumer habits have transformed this sector, so it is necessary for pharmacists to be aware of all trends in order to adjust their action plan. Thus, to favor this updating, TECH has created this 100% online degree that provides the most current information on the implementation of promotional campaigns, the study of competition or the choice of the actions most in line with the goals set. All with first class content created by real specialists in the sector.





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*A 100% online Postgraduate Certificate that will take you to update your Parapharmacy Marketing Plan with the latest cross-selling strategies”*

In recent years there has been a significant boom in the parapharmaceutical sector. A growth in parallel to the digital transformation and the growing interest in the health care of citizens. In this scenario, high competitiveness forces pharmacists to establish strategies to differentiate themselves from the competition and to enhance the brand image of the to enhance the brand image of the business.

These goals are feasible if the right marketing planning is in place, taking into account all the elements that make it up. In this sense, it is essential that professionals carry out an update in this line. That is why TECH has created this Postgraduate Certificate of only 6 weeks duration and taught by the best specialists in the Communication, Advertising and Parapharmacy sector.

An intensive update that will lead students to deepen the most appropriate choice of product strategy, price, implementation of promotional campaigns through various channels or conducting a thorough analysis of the competition and target audience. In short, a content that will allow you to design a plan from start to finish and according to the new technological times.

To this end, the graduate will have access to multimedia didactic material based on video summaries, detailed videos, specialized readings and case studies that can be accessed 24 hours a day, from any electronic device with an internet connection.

An excellent opportunity to keep abreast of the most recent keys for the development of a Marketing Plan through a flexible and convenient university degree. And the fact is that, with no classroom attendance or classes with fixed schedules, students have greater freedom for self-management of study and to reconcile their daily responsibilities with a quality program.

This **Postgraduate Certificate in Parapharmacy Marketing Plan** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ 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 the self-assessment process can be carried out 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



*You will learn in only 150 teaching hours the essential information to stand out in the Parapharmaceutical sector through the best Marketing”*

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*Launch a Social Media Marketing campaign with the most successful techniques shown in this program”*

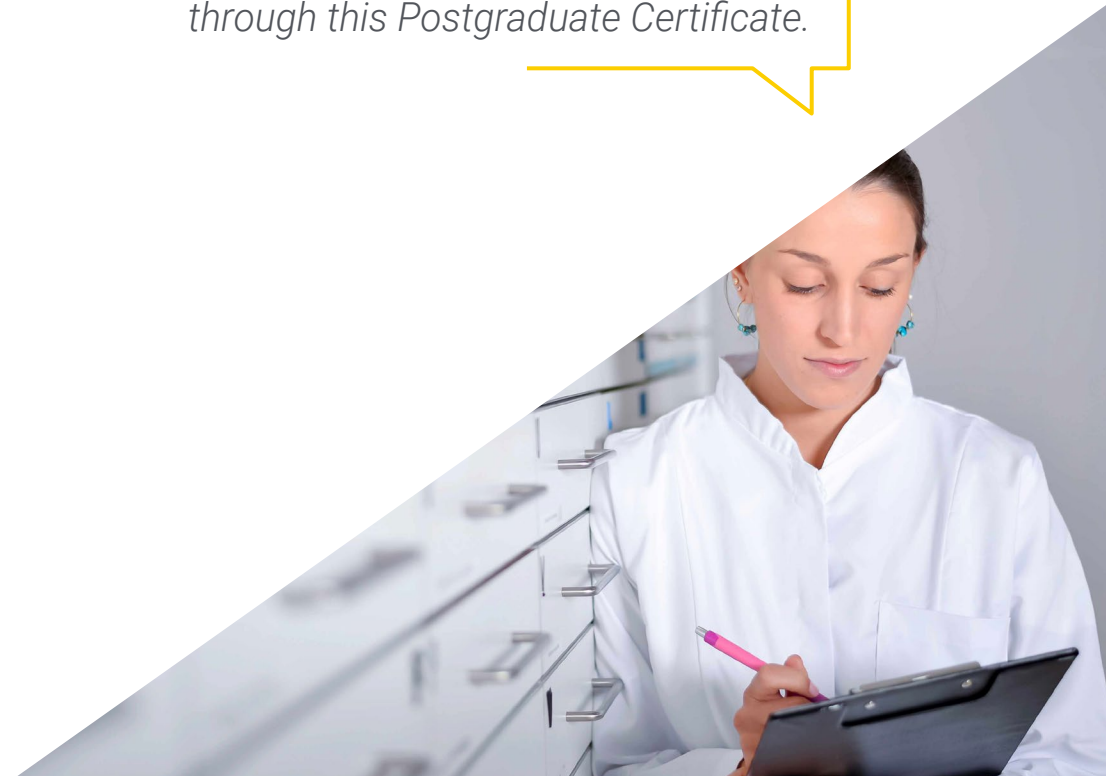
The program's teaching staff includes professionals from the sector who contribute their work experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*With this degree you will be able to enhance your skills to increase the brand prestige of your Parapharmacy.*

*Do you want to be aware of the actions that favor the increase of sales of parapharmaceutical products? Do it through this Postgraduate Certificate.*



# 02 Objectives

The objective of this Postgraduate Certificate is to provide the university professional with an update on the most effective Marketing actions in Parapharmacies. To do this, the faculty has created an advanced syllabus, which includes case studies that provide a practical vision and puts students in real situations, which will allow them to make the right decision to draw the best commercial or advertising strategy.





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*You will be able to create from start to finish the most effective marketing plan oriented to make your parapharmacy project grow”*



## General Objectives

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- ◆ Broaden knowledge of Parapharmacy Management
- ◆ Enhance skills for the creation and management of online Parapharmacies
- ◆ Boosting 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

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- ◆ Promote the implementation of actions oriented to the commercialization in the Parapharmacy sales space
- ◆ Delve into product strategies and appropriate pricing in Parapharmacy
- ◆ Indicate the guidelines for the creation of marketing campaigns
- ◆ Establish how to incorporate new technologies that favor the consumer's shopping experience

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*Update your knowledge in the different Social Media Marketing campaigns and increase the visibility of your Parapharmacy”*

03

# Course Management

TECH has included in this faculty an excellent teaching team specialized in Communication and advice to large national and international companies that require the best Marketing strategies. In this way, this institution guarantees students access to a degree with quality content and at the forefront of the university academic scene. A unique opportunity to be updated by the hand of real experts.



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*Communication Specialists committed to your Marketing update will show you the best techniques to enhance the brand of your Parapharmacy”*

## Management



### Mr. Álvarez de la Gala Pasquín, Ricardo

- ◆ CEO of Farmalínea Healthcare
- ◆ Chief Executive Officer, Marketing and Business Development Department, GNB Farma
- ◆ Group Product Manager Capital Pharma/Pharma OTC
- ◆ Account Director of several advertising agencies specialized in the Pharmaceutical Sector.
- ◆ Degree in Pharmacy from the Complutense University of Madrid

## Professors

### Ms. Fernández Roma, Nuria

- ◆ Director and Marketing Consultant
- ◆ Digital Photography Teacher
- ◆ Developer of Corporate Social Responsibility Plans.
- ◆ Master's Degree in Communication, Marketing and Advertising in Online Media from the Istituto Europeo di Design. Madrid



# 04

## Structure and Content

The structure of this Postgraduate Certificate will allow the pharmacist to deepen during 6 weeks in the main strategies to incorporate in a marketing plan oriented to parapharmacy. A syllabus that also includes the best practices in cross-selling techniques, delves into the consumer experience and personalization of customer communication. All of this with a virtual library accessible 24 hours a day, 7 days a week.







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*The Relearning system will allow you to consolidate the key concepts covered in this program in a solid in this program”*

## Module 1. Parapharmacy Marketing Plan

- 1.1. The Concept of Marketing
  - 1.1.1. Introduction to General Marketing
  - 1.1.2. Product Strategies
  - 1.1.3. Pricing Strategies
  - 1.1.4. Segmentation and Positioning
- 1.2. Objective of a Parapharmacy Marketing Plan
  - 1.2.1. Promote the implementation of commercial activities in the Parapharmacy sales space
  - 1.2.2. Increase the sale of parapharmacy products
  - 1.2.3. Stock rotation of the Parapharmacy products
  - 1.2.4. Enhancing the brand of our Parapharmacy and counteracting the competition
- 1.3. Parapharmacy Marketing Campaigns. Types
  - 1.3.1. Promotional campaign
  - 1.3.2. Testimonial campaign
  - 1.3.3. Marketing campaign in RRSS
  - 1.3.4. Product launch campaign
- 1.4. Marketing plan steps
  - 1.4.1. Conduct an external and internal analysis. At the external level it is necessary to assess
  - 1.4.2. SWOT Analysis
  - 1.4.3. Establish the communication strategy and action plan.
  - 1.4.4. Planning the marketing plan: the campaign
  - 1.4.5. Communication to the team
  - 1.4.6. Evaluation of the campaign
- 1.5. What is viral marketing in Parapharmacy?
  - 1.5.1. Definition of viral marketing
  - 1.5.2. Word of mouth
  - 1.5.3. Scope of viral marketing
  - 1.5.4. Examples of viral marketing



- 1.6. The identity of the Parapharmacy
  - 1.6.1. Identity trend
  - 1.6.2. Identity marketing
  - 1.6.3. Identity techniques
  - 1.6.4. Conclusions
- 1.7. Cross-selling techniques
  - 1.7.1. Definition
  - 1.7.2. Main Techniques
  - 1.7.3. Making a profit
  - 1.7.4. Best practices
- 1.8. Parapharmacy Merchandising
  - 1.8.1. Types of Merchandising
  - 1.8.2. Different Merchandising Interests
  - 1.8.3. Brand image" supplier
  - 1.8.4. The consumer: choice of assortment, attractiveness
- 1.9. Consumer shopping experience
  - 1.9.1. Type of customer
  - 1.9.2. Personalization
  - 1.9.3. Communication With the Client
  - 1.9.4. New technologies to communicate with the customer
- 1.10. Analysis of the sales of the Parapharmacy
  - 1.10.1. Best-selling products
  - 1.10.2. Stock turnover, periodicity
  - 1.10.3. R.O.I.
  - 1.10.4. Least sold products. Stock disposal



*Incorporate new technologies  
to improve communication with  
your Parapharmacy customers"*

05

# Methodology

This academic 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.



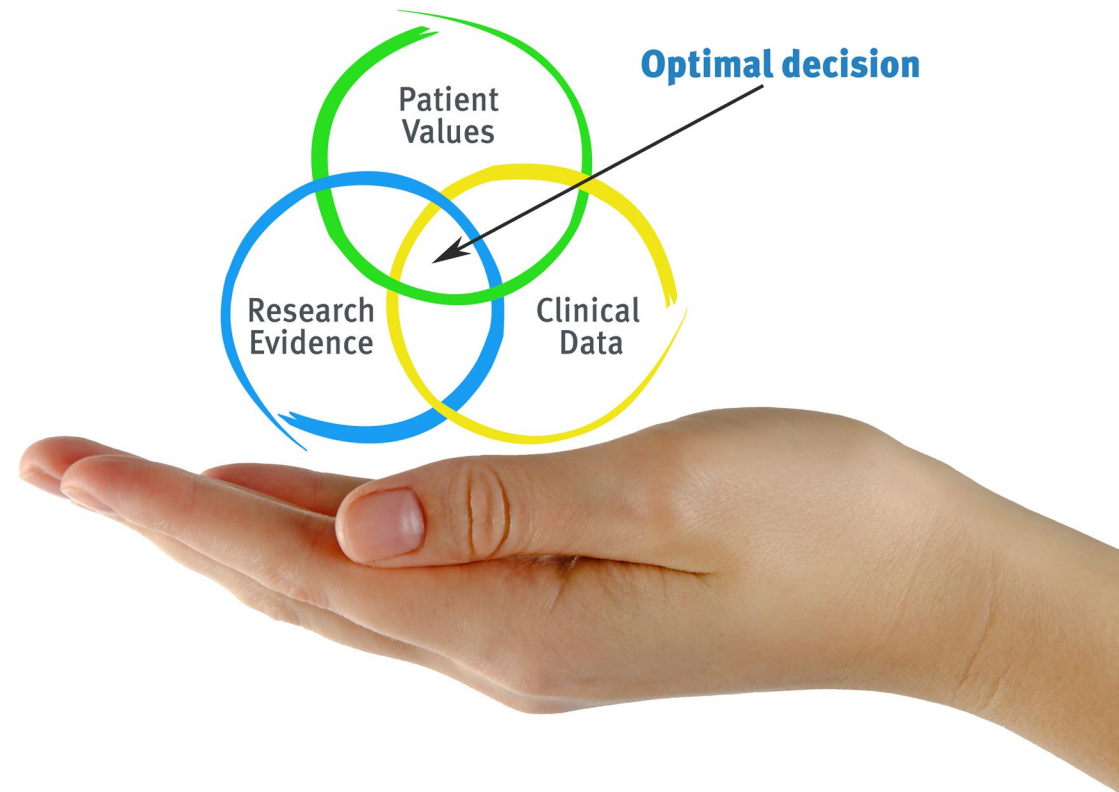


*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.

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*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

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

*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 trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical 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 the didactic development is highly specific and accurate.

These contents are then applied to the 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, you can watch them as many times as you 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 unique multimedia content presentation training system 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.





### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



# 06 Certificate

The Postgraduate Certificate in Parapharmacy Marketing Plan guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Parapharmacy Marketing Plan** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Parapharmacy Marketing Plan**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
classroom



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