

Postgraduate Certificate Parapharmacy Marketing Plan





Postgraduate Certificate Parapharmacy Marketing Plan

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

Website: www.techtute.com/us/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"

“

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

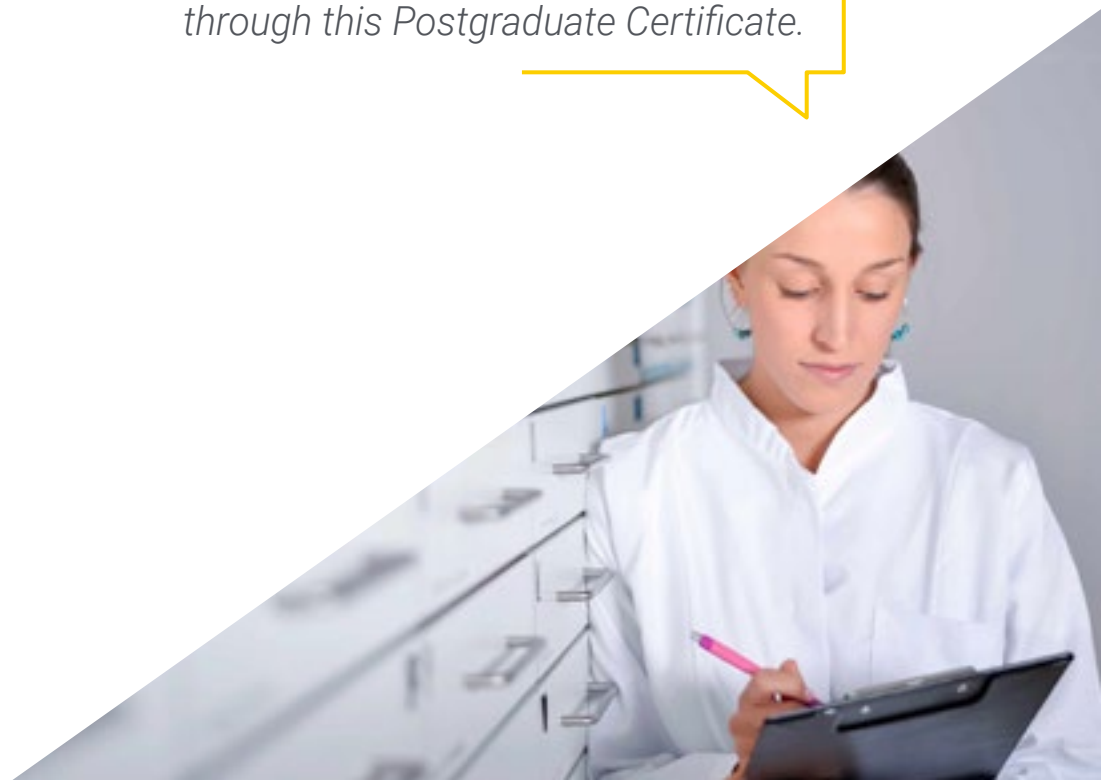
The program's teaching staff includes professionals from the sector who contribute their work experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

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.



“

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



General Objectives

- ◆ 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

- ◆ 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

“

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



Ms. Forner Puig, María José

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

Professors

Ms. Campos García, Silvia

- ♦ Founder of Con Principio Activo, tu farmacoach
- ♦ Hotel Manager at Grupo 3 Galeón
- ♦ Pharmacy Office Manager at Silvia Campos Pharmacy
- ♦ Manager of Beauty Center at Beauty Sense
- ♦ Expert Coaching Course by Crearte Coaching
- ♦ Degree in Pharmacy from CEU San Pablo University



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.





“

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 Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

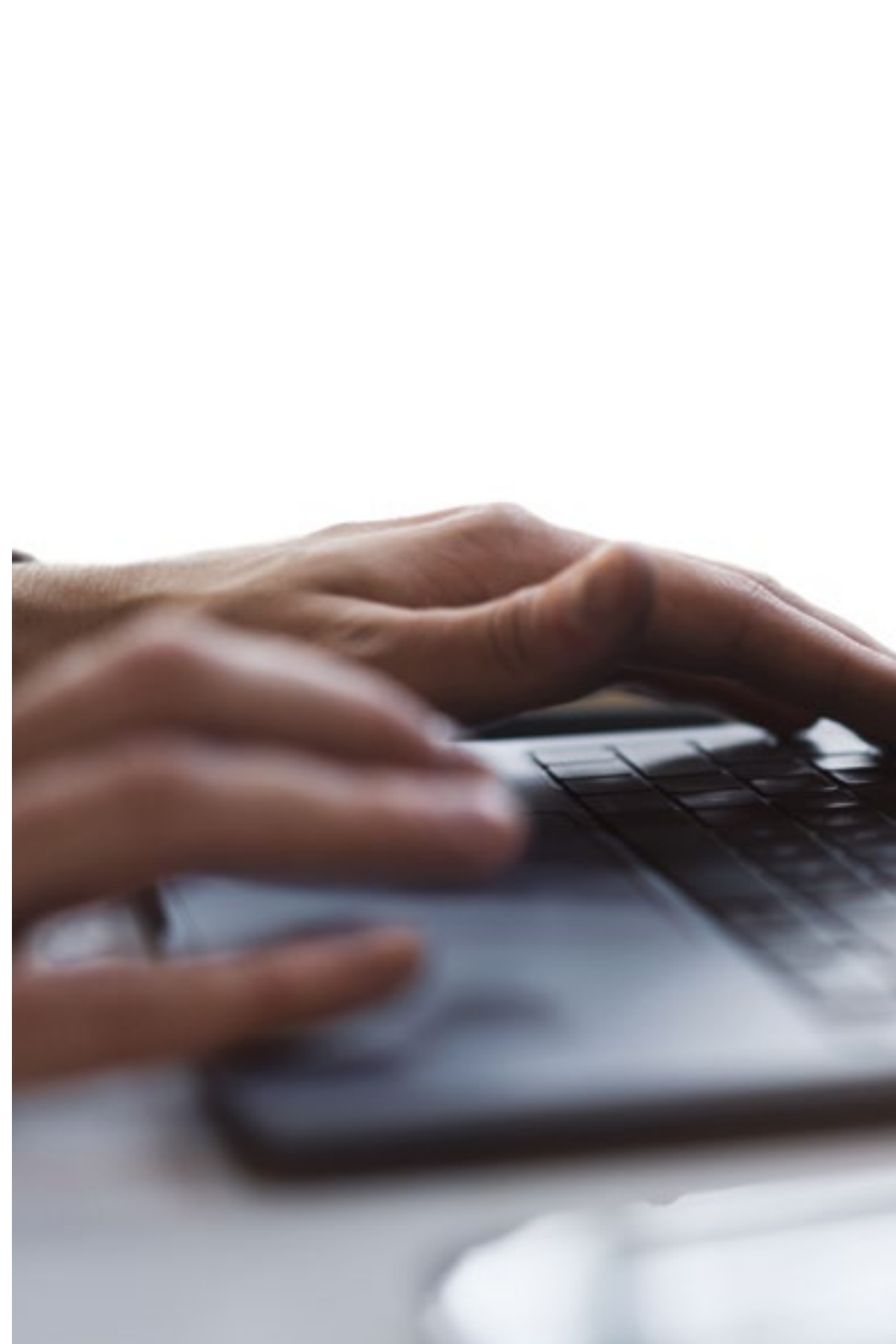
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

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

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of 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.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

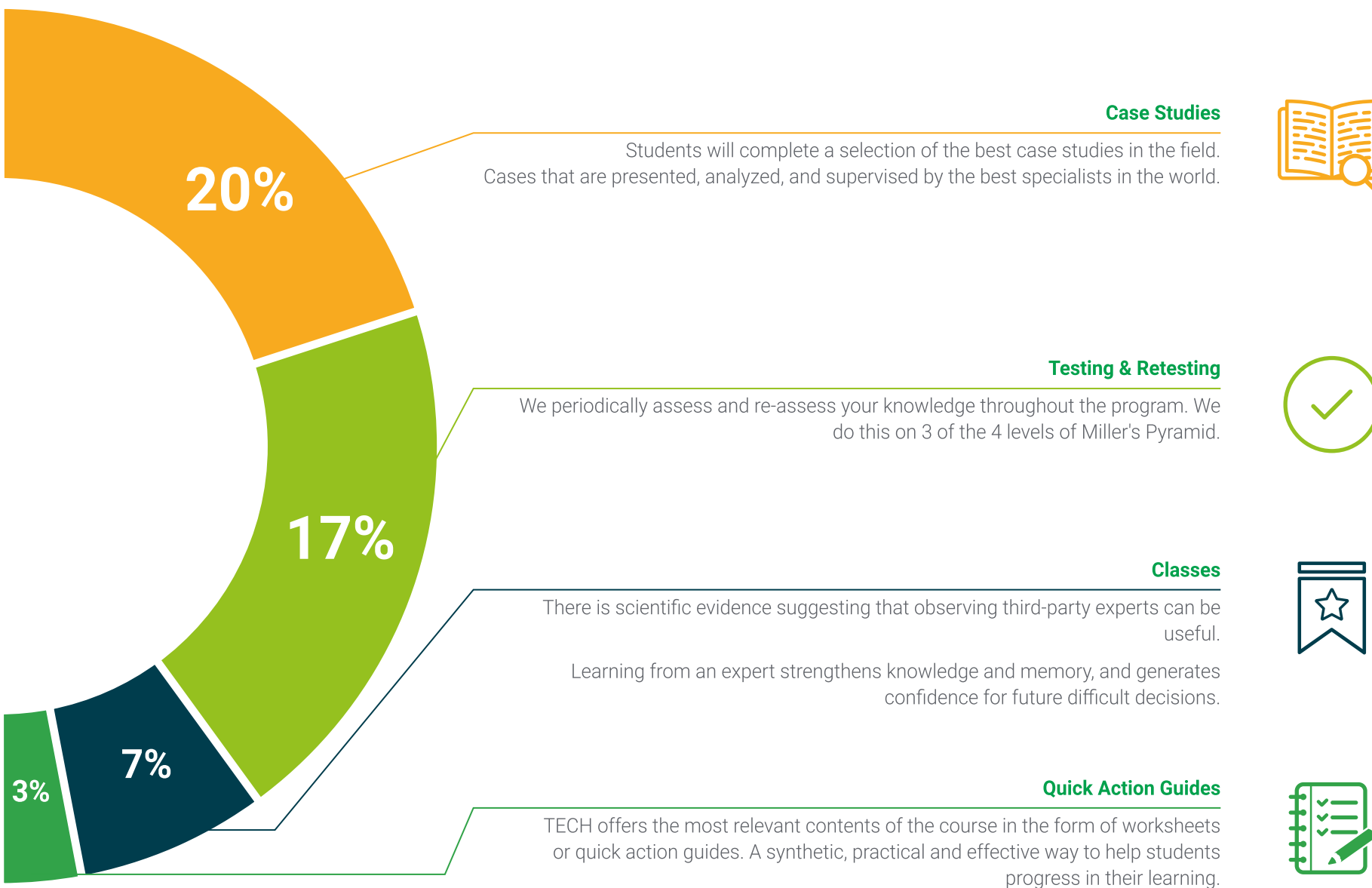
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





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 Global University.



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

This private qualification will allow you to obtain a **Postgraduate Certificate in Parapharmacy Marketing Plan** endorsed by **TECH Global University**, the world's largest online university.

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 training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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