

Postgraduate Certificate Parapharmacy Trade Marketing



Postgraduate Certificate Parapharmacy Trade Marketing

- » 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-trade-marketing

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01

Introduction

The relationship of pharmaceutical professionals with the main suppliers of parapharmaceutical products is key in the development of sales strategies aimed at increasing or positioning the brand. Today, new technologies have transformed the business model, with many of these establishments being set up both in person and digitally. A broad scenario that requires mastery of the current Parapharmacy ecosystem. In this sense, TECH has created this degree that leads the graduate to be aware of mobile marketing actions, the location of products in shop windows or the main synergies with distributors. All with innovative multimedia didactic material, accessible from any electronic device with internet connection.





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

In the new framework of Parapharmacies, where technology reigns and distribution channels are increasingly essential to obtain customer satisfaction, the pharmacist 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, TECH has designed this Postgraduate Certificate in Trade Marketing in Parapharmacy.

This is a 150-hour program, where the graduate will be able to delve into the main techniques used to generate visual impact through window displays, 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 professional is therefore faced with a unique academic option that provides an update through a flexible degree, 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 internet connection. In this way, students are free to self-manage their study time and combine their daily responsibilities with a quality Postgraduate Certificate program.

This **Postgraduate Certificate in Parapharmacy Trade Marketing** 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 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
- ◆ The availability of access to content 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"

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Make an update on the distribution of the products in the Parapharmacy showcase and increase the 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.

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.

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.

Find out more about the benefits of using the smart drawer, 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 you to be aware of the most effective actions for closing agreements with suppliers, the choice of suppliers and the most successful sales tools. Goals that students will be able to achieve thanks to the magnificent teaching team that makes up this degree program.



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



General Objectives

- ◆ Expand knowledge of Parapharmacy management
- ◆ Enhance skills for the creation and management of online Parapharmacy
- ◆ 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 analysis and digital positioning actions for a Parapharmacy





Specific objectives

- ◆ Deepen 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 Mobile Marketing used in Parapharmacy



Learn more with this program about Sell in and Sell out as indicators of Parapharmacy performance and implement the most effective actions"

03

Course Management

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





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

Management



D. Alvarez de la Gala Pasquin, Ricardo

- ◆ CEO of PharmaLine Healthcare
- ◆ Chief Executive Officer Marketing and Business Development Department of 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. Fernandez Roma, Nuria

- ◆ Director and Marketing Consultant
- ◆ Digital Photography Teacher
- ◆ Corporate Social Responsibility Plan Developer
- ◆ Master's Degree in Communication, Marketing and Advertising in Online Media from the European Institute of Design Madrid



04

Structure and Content

The professional who takes this university degree will have before them, a syllabus prepared by a teaching team with an excellent professional career in the advertising and pharmaceutical field. Both areas are reflected in a program that will allow you to update your knowledge of 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 to reinforce the brand. All of this is complemented by a library of virtual resources, available 24 hours a day, 7 days a week.





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An advanced program that gives you an intensive 6-week update on the latest trends in Trade Marketing in Parapharmacy”

Module 1. Parapharmacy Trade Marketing

- 1.1. Trade Marketing: Functions
 - 1.1.1. Trade Marketing Definition
 - 1.1.2. Pharmaceutical Trade Marketing Functions
 - 1.1.3. Main Trade Marketing Techniques
 - 1.1.4. The 4 P's
- 1.2. Parapharmacy Lineal
 - 1.2.1. What is the Parapharmacy Lineal?
 - 1.2.2. Exposure Levels
 - 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. Importance of the Counter
 - 1.3.4. Seasonal Placement of Counter According to Season
- 1.4. The Cashkeeper Smart Cash Drawer
 - 1.4.1. Definition
 - 1.4.2. Structure
 - 1.4.3. What Is It For?
 - 1.4.4. Usage Benefits
- 1.5. Parapharmacy Showcase
 - 1.5.1. Tips for a Dazzling Showcase
 - 1.5.2. Showcase Layout
 - 1.5.3. The Importance of the Window Display
 - 1.5.4. Placement of Window Display 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. Types of Suppliers
 - 1.7.4. Synergy Between Supplier and Parapharmacy
- 1.8. Mobile Marketing in 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. Analyze Attitudes, Beliefs, Values and Behaviors
- 1.10. Parapharmacy Video Marketing
 - 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 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. Gervas, 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 Trade Marketing 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 Trade Marketing** 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 Trade Marketing**

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
development languages
virtual classroom



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