Postgraduate Diploma
Advanced Technology in Parapharmacy

tech *technological university*

Postgraduate Diploma
Advanced Technology in Parapharmacy

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Technological University**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/pharmacy/postgraduate-diploma/postgraduate-diploma-advanced-technology-parapharmacy**

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01

Introduction

New technologies have opened a new field of action for Parapharmacies, where digitalization has undoubtedly meant a before and after in marketing strategies and communication with customers. A disruptive scenario that requires professionals who are up to date with the latest actions in mobile marketing, Merchandasing and Trade Marketing. For this reason, TECH has created this 100% online degree that provides professionals with the latest content on the technology used in the parapharmaceutical sector, as well as Dermocosmetics, one of the most successful markets. All, in addition, without classes with fixed schedules, innovative multimedia material and a faculty made up of top-level specialists in Communication, Advertising and the Pharmaceutical industry.

"
A Postgraduate Diploma 100% online, flexible and with the most innovative didactic material on Advanced Technology in Parapharmacy"

Within the commercial panorama of Parapharmacy, Dermocosmetics stands out among the wide range of products that can be purchased. An area that has been able to integrate the latest scientific and technological advances, opening up a field of possibilities of action for patients seeking successful results in facial or capillary treatments.

This is the tip of the iceberg of the great digital transformation that both the pharmaceutical and parapharmaceutical sectors are undergoing. In the latter, the impulse of new technologies, the expansion of communications through the Internet has led to increased sales and interaction with customers. A broad scenario, which TECH has brought together in this Postgraduate Diploma in Advanced Technology in Parapharmacy.

This is an intensive program of 450 teaching hours, where students can be aware of the latest trends in Parapharmacy, the incorporation of Mobile Marketing, the most sophisticated strategies in Trade Marketing or Social Marketing. In addition, Dermo-aesthetics will have a special incidence in this degree, which occupies one of the three modules that make up this program. A space that will focus on providing students with the latest information on the most recent technology used in this specialty.

All, in addition, with the most innovative multimedia content based on video summaries of each topic, videos in detail, essential readings and simulations of case studies, provided by an expert teaching team in Communication, Advertising and Pharmacy.

A unique opportunity to study a quality and flexible university degree. The graduate only needs an electronic device with internet connection to be able to visualize, at any time of the day, the content of this program. In this way, this institution offers an academic option that is at the forefront at the forefront.

This **Postgraduate Diploma in Advanced Technology in Parapharmacy** 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 which 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

Delve into facial, capillary and 3D dermal analysis from your digital device and whenever you want"

No attendance, no classes with fixed schedules. This degree is ideal to combine with the most demanding professional responsibilities.

This university degree will allow you to carry out a successful Trade Marketing strategy and reinforce the brand identity of your Parapharmacy"

Enhance your skills to establish better synergies with the main suppliers of Parapharmacy.

The program's teaching staff includes professionals from the sector who bring to this training the experience of their work, as well as renowned specialists from reference 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.

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Objectives

The purpose of this Postgraduate Diploma is to provide the pharmaceutical professional with the latest information on the use of the most advanced technology in Parapharmacy. For this purpose, TECH provides the graduate with the most current pedagogical tools used in university teaching. In addition, in order for the graduate to successfully achieve his or her goals, he or she will have a magnificent teaching staff with an outstanding professional career linked to Marketing and the pharmaceutical sector.

Get a complete update thanks to a program with a theoretical and practical perspective on the most advanced technology in the parapharmaceutical sector"

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

Learn more about the main techniques used in Trade Marketing oriented to the Parapharmacy sector"

Specific Objectives

Module 1. Basics of Parapharmacy
- Describe the main current differences between the line that separates Pharmacy and Parapharmacy
- Establish competitive analysis within the Parapharmacy sector
- Update knowledge on the new role of the Parapharmacy personnel
- Delve in the new technologies used in this type of business

Module 2. Trade marketing in Parapharmacy
- 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

Module 3. Dermocosmetics in Parapharmacy
- Carry out a complete analysis of the cosmetics and dermocosmetics market in the pharmacy/Parapharmacy
- Identify the main active ingredients used in Dermocosmetics
- Delve into the current trend of Dermocosmetics in Parapharmacies
- Investigate the technological future of the Dermocosmetic industry

Course Management

Specialists in Marketing, Advertising, Communication and Pharmacy will be in charge of teaching this first level Postgraduate Diploma. Their outstanding professional experience and mastery of the most powerful digital strategies of the moment is reflected in a quality agenda, which responds to the real needs of pharmacists interested in incorporating the latest technology to the Parapharmacy. Undoubtedly, a unique opportunity to update that only TECH offers.

"

Solve any doubts you may have about the content of the Postgraduate Diploma syllabus with a first class multidisciplinary teaching team"

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. Sáenz Suárez, Lucía

- Coordinator and Head of Accreditations at RICOFSE
- Assistant Pharmacist at González García Pharmacy
- 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
- Master's Degree in Business Administration from the School of Industrial Organization
- University Expert 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 great effectiveness of the Relearning methodology, based on the continuous reiteration of the syllabus throughout the academic itinerary, has led TECH to use it in all its degrees. A system that will lead students to complete a complete update without the need to invest many hours in memorization.

Thus, in just 6 months, the graduate will be able to keep abreast of the latest technological advances used in Parapharmacy and integrate them into their own businesses or projects.

A syllabus that will allow you in only 6 months to be up to date with the most advanced technology applied to Parapharmacy"

Module 1. Basics of Parapharmacy

1.1.   Parapharmacy, evolution
    1.1.1.   Parapharmacy History
    1.1.2.   Evolution of Parapharmacy
    1.1.3.   Definition of Parapharmacy
    1.1.4.   Difference between pharmacy and Parapharmacy

1.2.   Measurement of parameters in Parapharmacy
    1.2.1.   Definition of parameters
    1.2.2.   Parameter structure
    1.2.3.   Main parameters
    1.2.4.   Analysis of Parapharmacy parameters

1.3.   Main products in Parapharmacy
    1.3.1.   Cosmetics and Personal Care Products
    1.3.2.   Food Supplements
    1.3.3.   Baby food
    1.3.4.   Foods for special medical use
    1.3.5.   Dietary substitute foods
    1.3.6.   Medical Devices
    1.3.7.   In vitro diagnostic and self-diagnostic medical devices
    1.3.8.   Childcare articles
    1.3.9.   Biocides
    1.3.10. Personal Protective Equipment (PPE)
    1.3.11. Other health and wellness related products sold in pharmacies

1.4.   Parapharmacy and health
    1.4.1.   Relationship between Parapharmacy and Health
    1.4.2.   Health as a central element
    1.4.3.   Healthy Living
    1.4.4.   Conclusions

1.5.   Types of Parapharmacies
    1.5.1.   Private Parapharmacy
    1.5.2.   Parapharmacy Franchise
    1.5.3.   Parapharmacy department stores
    1.5.4.   Parapharmacy in retail sector

Module 2. Trade marketing in Parapharmacy

Module 3. Dermocosmetics in Parapharmacy

Incorporate to your Parapharmacy project the latest advances in Mobile Marketing and update yourself with TECH"

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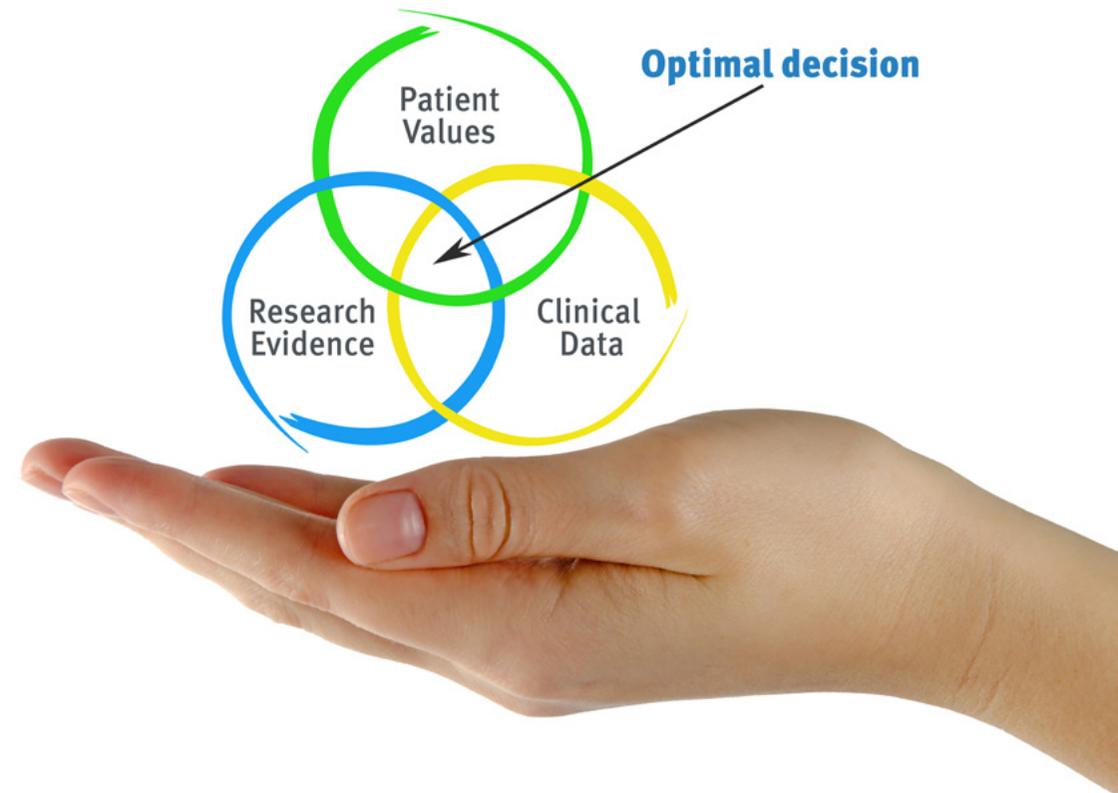
According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

20%

15%

15%

3%

20%

17%

7%

3%
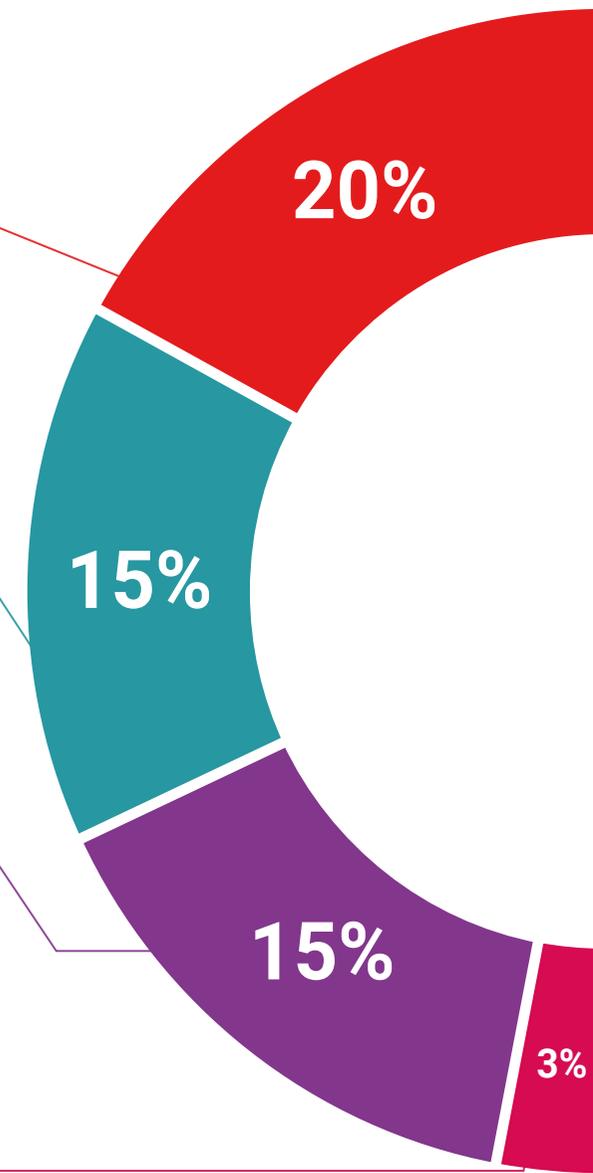
Expert-Led Case Studies and Case Analysis

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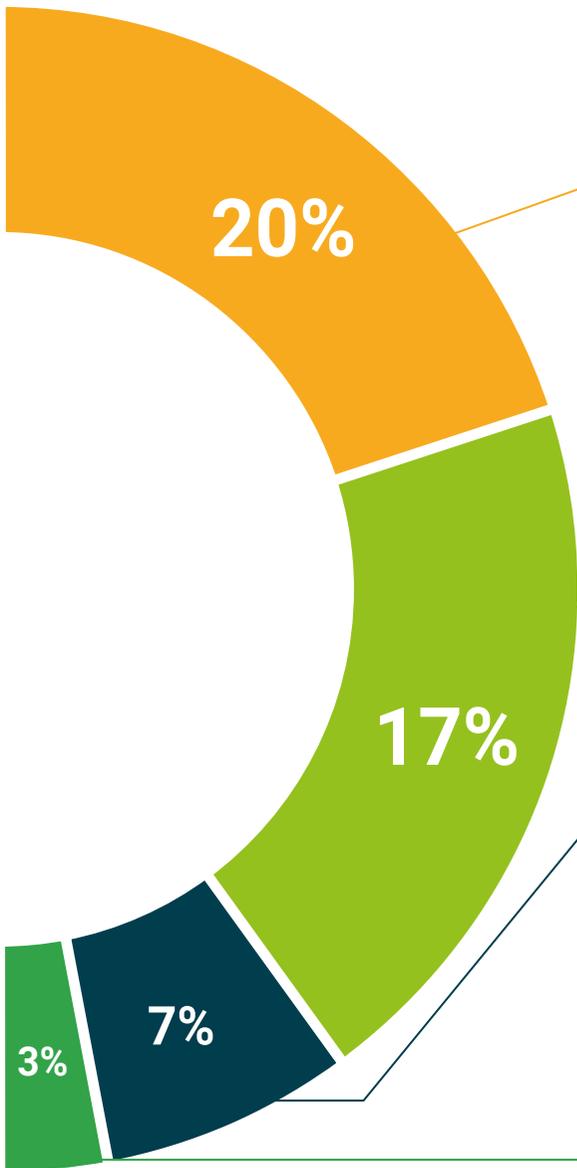ugh focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

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 Diploma in Advanced Technology in Parapharmacy guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

" *Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*
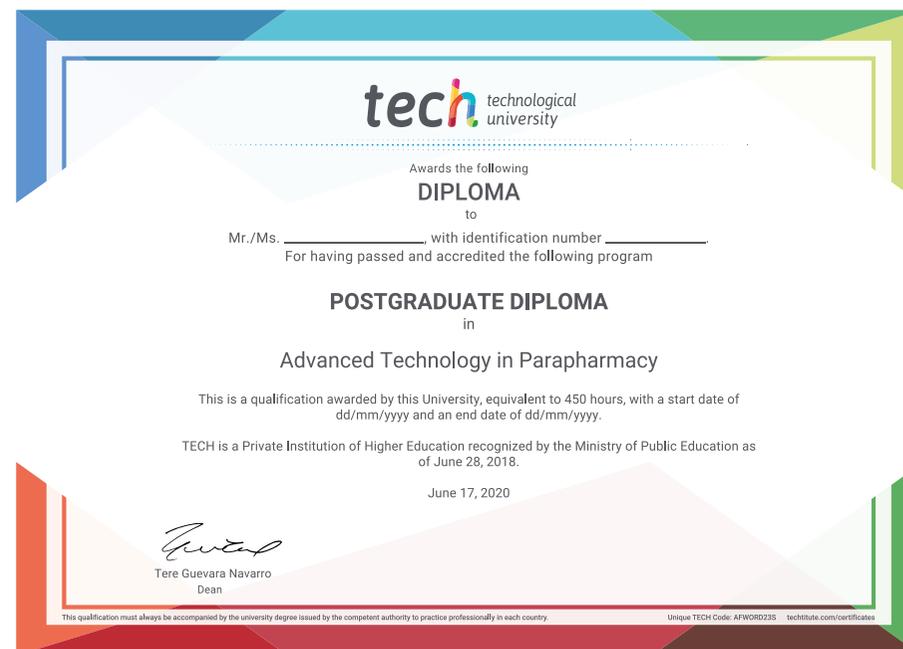
This **Postgraduate Diploma in Advanced Technology in Parapharmacy** contains the most complete and up-to-date scientific on the market.

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

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

Program: **Postgraduate Diploma in Advanced Technology in Parapharmacy**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Advanced Technology in Parapharmacy

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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