

# Postgraduate Diploma

Pharmacy Office Management and  
Administration: Optimization,  
Marketing and Sales





## Postgraduate Diploma Pharmacy Office Management and Administration: Optimization, Marketing and Sales

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

Website: [www.techtute.com/us/pharmacy/postgraduate-diploma/postgraduate-diploma-pharmacy-office-management-administration-optimization-marketing-sales](http://www.techtute.com/us/pharmacy/postgraduate-diploma/postgraduate-diploma-pharmacy-office-management-administration-optimization-marketing-sales)

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# 01

# Introduction

The ultimate goal of a business project in Pharmacy is to optimize its operation, reach the sales targets set and maintain its competitiveness in the market. In this program we offer Pharmacy professionals the marketing and sales tools needed to develop the activity with the necessary solvency in the most practical areas.





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*A high-performance program that will give you a significant boost in the practice of your profession”*

This Postgraduate Diploma is a response to an important academic need in the field of Pharmacy. At present, this is in response to, among other things, the increase in the number of pharmacy offices in recent times. This situation has led to an increase in the specialization needs of pharmacy professionals.

The professional's knowledge should no longer be limited to mastering pharmacology and the pharmacist's knowledge in terms of healthcare, but requires skills that position them in the business landscape in a stable and competitive manner.

This is a 100% online program that will delve into optimization, marketing and sales, in order to promote products, showing their improvement and health benefits. The professional will not have to travel to any on-site center, so that from any mobile device they can access the virtual campus and study the different sessions. Another advantage of the program is that the student will be able to download all the content of the syllabus, so that they can review it whenever they wish and at the times that best benefit them.

This **Postgraduate Diploma in Pharmacy Office Management and Administration: Optimization, Marketing and Sales** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ Practical case studies presented by experts
- ◆ 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
- ◆ Latest innovations in the sector
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ 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



*This Postgraduate Diploma in Pharmacy Office Management and Administration: Optimization, Marketing and Sales will give you the most complete and up-to-date information on the reality of the sector, and new techniques and ways of working”*



*This Postgraduate Diploma is the best investment you can make when selecting a refresher program for two reasons: in addition to updating your knowledge, you will be able to boost any Pharmacy Office to success”*

Its teaching staff includes expert professionals who contribute their work experience to this training 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 an immersive training experience designed to train for real-life 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. For this purpose, specialists will be assisted by an innovative, interactive video system created by renowned and experienced experts in the field Pharmacy Office Management and Administration: Optimization, Marketing and Sales.

*A very complete and up-to-date Postgraduate Diploma that will allow you to study without a problem of fitting it into your daily life.*

*Make the most of the opportunity and improve your skills to allow you to act more efficiently and confidently in the areas of Management and Administration in Pharmacy.*



02

# Objectives

The objective of this comprehensive program is to accompany and encourage students in a process of professional growth that will allow them to reach another level of performance. With the most interesting and up-to-date knowledge of the moment in a program intensively focused on practice.





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*A complete and efficient update on Pharmacy Office Management and Administration that will propel you to another level of intervention”*



## General Objectives

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- ◆ Acquire the knowledge and techniques that are essential to take on and organize the organizational responsibilities of a Pharmacy Office
- ◆ Learn about responsible management
- ◆ Learn how to manage the financial area of the Pharmacy
- ◆ Learn how to manage all aspects of Human Resources
- ◆ Learning about the client/patient in all its aspects
- ◆ Analyze the purchasing processes and the most efficient ways of conducting logistics
- ◆ Learn how to manage all aspects of Human Resources
- ◆ Analyze marketing processes
- ◆ Study sales management
- ◆ Learning about external and internal communication
- ◆ Learn about service management in the Pharmacy Office
- ◆ Know everything you need to know about quality control, standards and certifications



*Realistic objectives that will turn into immediate progress in your work”*





## Specific Objectives

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### Module 1. Optimization of Purchasing and Logistics Processes at the Pharmacy Office

- ◆ Learn about logistics operators and their supply models
- ◆ Learn how to manage suppliers and all the processes before and after purchasing products
- ◆ See how stock is managed
- ◆ Learn the ways to promote and launch new products

### Module 2. Pharmaceutical Marketing

- ◆ Study the fundamentals of pharmaceutical and relationship marketing
- ◆ Learn about market research in the Pharmacy Office
- ◆ Study Pharmaceutical Merchandising, advertising and promotion
- ◆ Learn the processes of digitalization of Pharmacy, Strategic Marketing and Micromarketing

### Module 3. Sales in the Pharmacy Office

- ◆ Gain in-depth knowledge of psychology applied to sales techniques
- ◆ Know how sales cycles work
- ◆ Know how to create sales projections
- ◆ Understand the different pricing policies
- ◆ Delve into the different types of products
- ◆ Know the techniques for the profitability of products
- ◆ Address different types of purchases and customers
- ◆ Know the basics of cross-selling and up-selling
- ◆ Know how to act in challenging situations
- ◆ Know the fundamentals of digital e-commerce management

03

# Course Management

This Postgraduate Diploma is an opportunity to learn from the best, with a teaching staff made up of professionals in the sector who will contribute their theoretical and practical knowledge to take you to the highest level of education in this field. With the latest and most effective teaching methods on the online teaching market.



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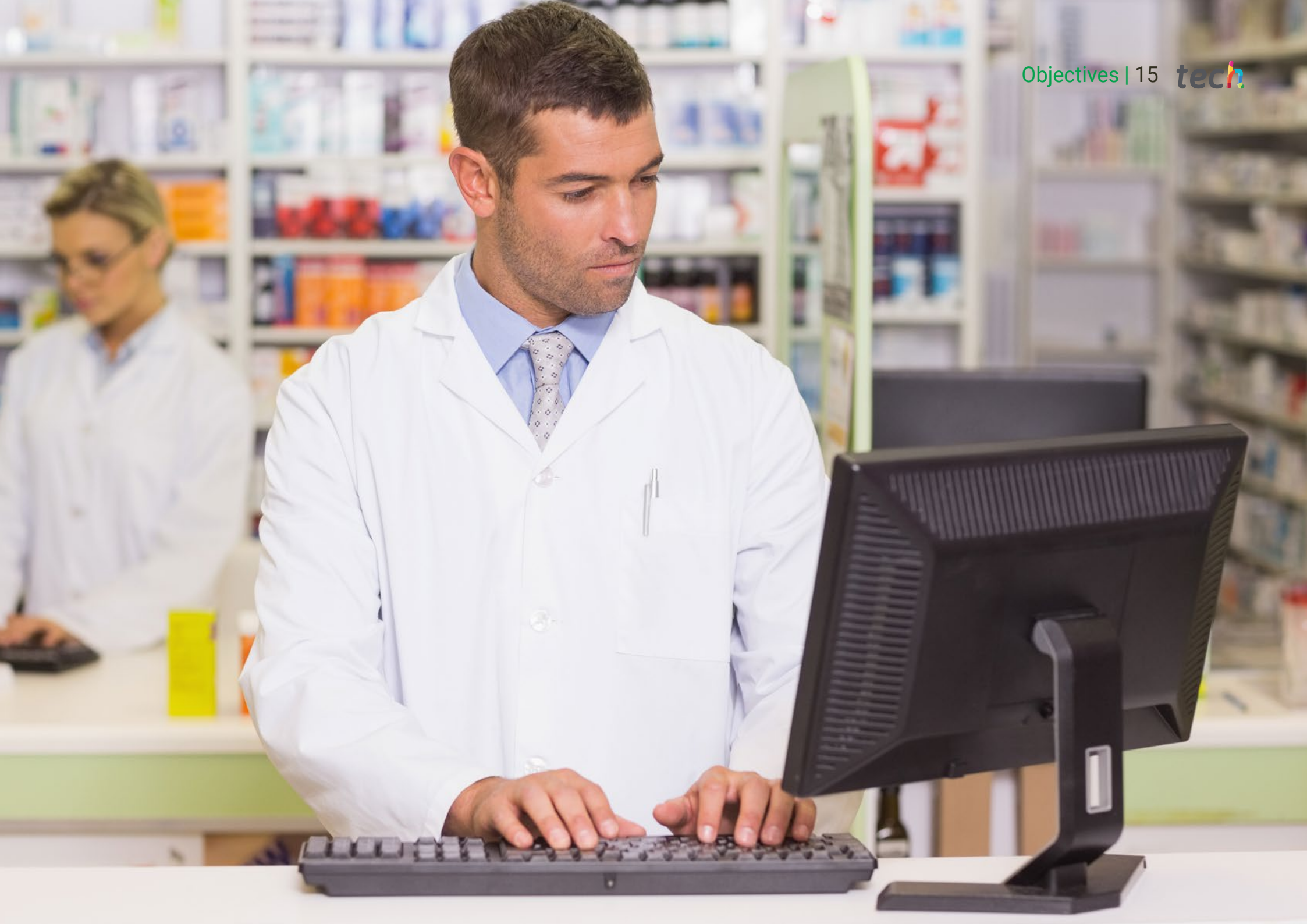
*An unparalleled opportunity to learn and grow professionally, hand in hand with the best specialists in this field”*

## Management



### Ms. Aunió Lavarías, María Eugenia

- Degree in Pharmacy. University of Valencia
- Degree in Food Science and Technology. University of Valencia
- Author of Dietetic Management of excess weight in the Pharmacy Office. Ed. Médica Panamericana
- Direction of the Postgraduate Certificate "Excess Weight Management in the Pharmacy Office", University of Barcelona. IL3 Institute for Continuous Education
- Head of Postgraduate Certificate "Dermocosmetics in the Pharmacy Office"
- University of Barcelona. IL3 Institute for Continuous Education



04

# Structure and Content

A compendium of knowledge created to give the pharmacist the opportunity to catch up or incorporate the most advanced knowledge in Pharmacy Office Management and Administration in the current panorama. With the confidence and solvency of the largest online university in the world.





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*A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"*

### Module 1. Optimization of Purchasing and Logistics Processes at the Pharmacy Office

- 1.1. Logistics Operators and Their Supply Models
- 1.2. The Purchase
- 1.3. Managing and Negotiating with Suppliers
- 1.4. The Distribution Chain
- 1.5. Product Assortment
- 1.6. Product Management
- 1.7. Purchase Management
- 1.8. Stock Management
- 1.9. The Products
- 1.10. The Promotion and Launching of New Products

### Module 2. Pharmaceutical Marketing

- 2.1. Fundamentals of Marketing
- 2.2. Pharmaceutical and Relationship Marketing
- 2.3. Markets. Positioning.
- 2.4. Market Research in the Pharmacy Office
- 2.5. Pharmaceutical Merchandising: Offers and Communication
- 2.6. Advertising and Promotion
- 2.7. Digitalization of Pharmacy: From 1.0 to 3.0
- 2.8. Strategic Marketing
- 2.9. Micromarketing





### Module 3. Sales in the Pharmacy Office

- 3.1. Psychology and Sales Techniques
- 3.2. Sales Cycle
- 3.3. Sales Projections
- 3.4. Price-Setting Policies
- 3.5. Types of Products
- 3.6. Focus on Product Profitability
- 3.7. Types of Purchases and Clients
- 3.8. Cross-Selling and Up-Selling
- 3.9. Challenging Situations
- 3.10. Digital e-Commerce Management



*A unique, key, and decisive educational experience to boost your professional development”*

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

This Postgraduate Diploma in Pharmacy Office Management and Administration: Optimization, Marketing and Sales guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Pharmacy Office Management and Administration: Optimization, Marketing and Sales** contains the most complete and up-to-date scientific program on the market.

After the student have 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.

Title: **Postgraduate Diploma in Pharmacy Office Management and Administration: Optimization, Marketing and Sales**

Official N° of Hours: **450 h.**



\*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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- » Exams: **online**

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