# Postgraduate Certificate
## Online Parapharmacy

**tech** technological university

# Postgraduate Certificate
## Online Parapharmacy

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

Website: **www.techtitute.com/in/pharmacy/postgraduate-certificate/online-parapharmacy**

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# 01
# Introduction

The pandemic caused by COVID-10 boosted online sales and health care. Both factors have been determinant in the rise of Parapharmacies as an online or blended business model. In this scenario, it is necessary for pharmacists to be aware of the latest trends in digital marketing, the tools used for Internet marketing or brand positioning techniques. In this line, TECH has focused this program, which allows the professional to make a quick update on this sector in just 6 weeks. All this, in addition to innovative teaching materials, prepared by real specialists, knowledgeable about the ins and outs of this industry and the keys to creating a successful business in this area.

> *A Postgraduate Certificate 100% online, which will allow you to be aware of the most successful actions to generate e-commerce with your Parapharmacy"*

The rise of online commerce has led the parapharmacy sector to obtain significant profits and achieve a wide expansion. Reaching the consolidation of the largest companies in the sector requires an excellent knowledge of how this business works, as well as the digital universe in which it moves.

In this sense, it is key that the pharmacist is aware of the most current tools for the creation of online parapharmacies, digital marketing strategies or the necessary resources to be able to position themselves on the Internet. For this reason, this Postgraduate Certificate in Online Parapharmacy was created by the best experts in this industry.

It is an advanced program of 150 teaching hours, which will allow the professional to update their knowledge about SEO, SEM, tools to attract web traffic, as well as delve into the advantages and disadvantages of this online business model. Also, with the pedagogical resources provided by TECH will deepen in a much more enjoyable way in strategies to get followers, the creation of blog content or the necessary SSL certificate to provide security assurance to the customer who buys online.

In addition, with the Relearning system, based on the continuous reiteration of key concepts during the academic itinerary, students will reduce the long hours of study and memorization, so common in other methodologies.

This is a magnificent opportunity to effectively update their knowledge in only 6 weeks and through a flexible and convenient degree. The graduate only needs a digital device with Internet connection to visualize, at any time of the day, the content of this program. An avant-garde academic option, compatible with professional and/or daily work responsibilities.

This online **Postgraduate Certificate in Online 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 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
- Content that is accessible from any fixed or portable device with an Internet connection

*In just 6 weeks you will get an update on the advantages of boosting online Parapharmacy"*

*Raise your skills in the online parapharmacy sector through the most effective techniques and strategies to market with the highest profitability"*

The program's teaching staff includes professionals from 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.

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.

*All this, in addition, with an extensive virtual library, available 24 hours a day, from any digital device with internet connection.*

*With this degree you will be able to delve into the most current tools to generate online sales.*

## 02
# Objectives

The objective of this Postgraduate Certificate is to provide pharmacists with all the information and tools available to update their knowledge on the creation of a Parapharmacy. An update that will allow them to enhance their business and incorporate the most effective digital marketing strategies to improve their company's performance. To do this, TECH provides case studies that puts the students in situation to the techniques currently used to generate sales, attract web traffic or improve positioning.

*The numerous pedagogical material of this university degree will allow you to get a complete update on the creation of online Parapharmacies"*

## 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
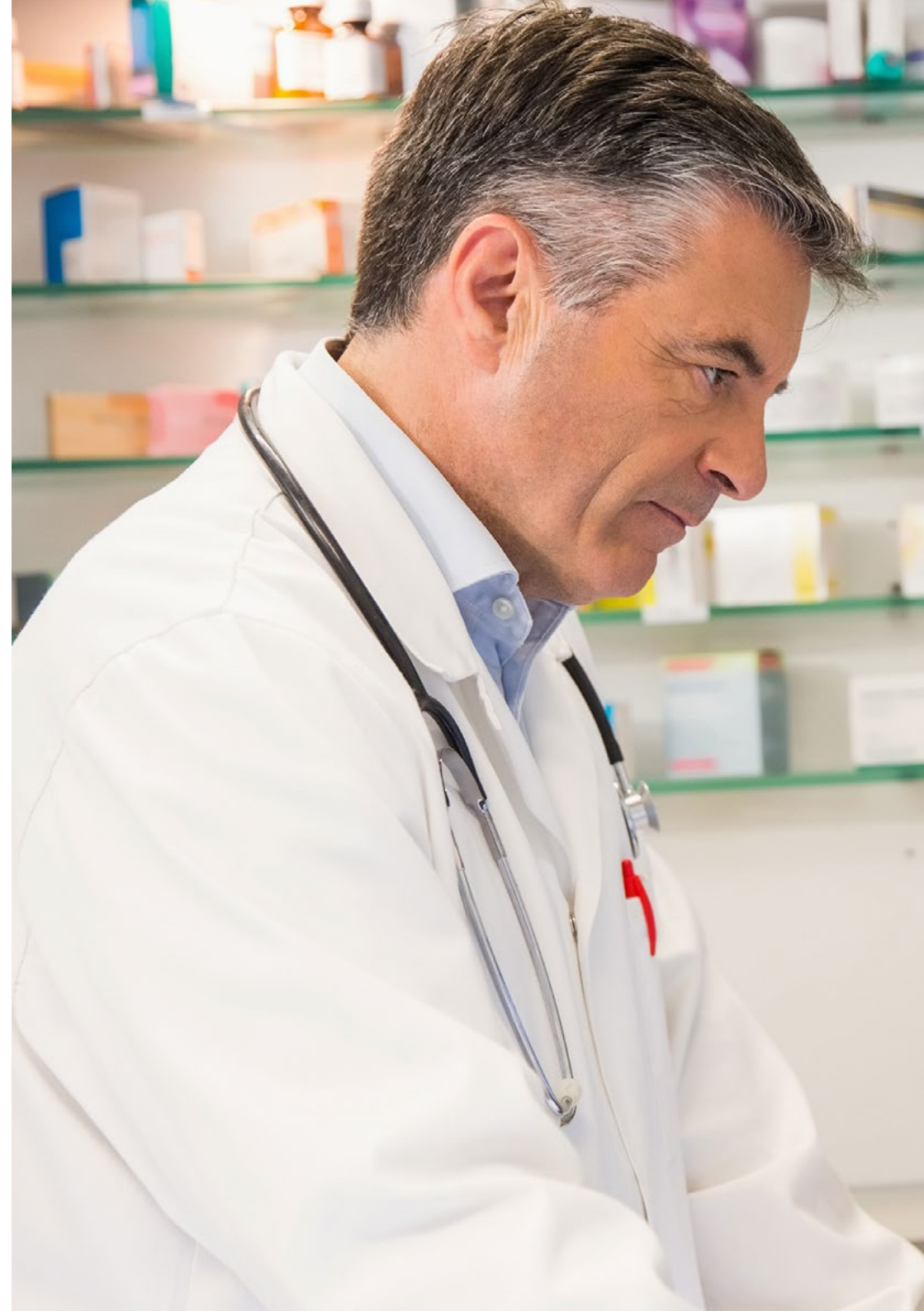
## Specific Objectives

- Define the typology of currently existing online parapharmacies
- Establish the pros and cons of starting this type of business in digital mode
- Delve into the various digital tools available for online commercialization
- Design the creation of an online Parapharmacy, taking into account the latest technological developments

*Thanks to this degree you will be familiar with the latest strategies used in sales funnels and you will be able to integrate them into your online parapharmacy"*

## 03

# Course Management

The teaching team that integrates this university degree is characterized by its leadership skills and extensive knowledge in the parapharmaceutical sector. Their mastery of this is evident in the syllabus developed ad hoc for this program. In addition, thanks to his proximity, students will be able to resolve any doubts that may arise regarding the content of this Postgraduate Certificate. A unique opportunity to obtain an effective update on online Parapharmacies from the best experts.

*Renowned specialists in Parapharmacy and business drivers in this sector will be responsible for providing you with the updated knowledge you are looking for"*

## 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. Navarro, Reme**
- Founder of Mifarma
- First Prize at the Ecommerce Awards Spain in the Best Digital Transformation category
- Business Merit Award of Castilla-La Mancha
- Degree in Pharmacy

# 04
# Structure and Content

This Postgraduate Certificate has been designed by a teaching team with expertise in the field of Communication and Pharmaceutical field. Their excellent knowledge in this field is reflected in an advanced syllabus that delves into the advantages of creating an online parapharmacy, Internet positioning strategies, the development of search engine advertising and customer shopping experience. A program with a theoretical-practical approach, complemented with numerous didactic material, available 24 hours a day, 7 days a week.
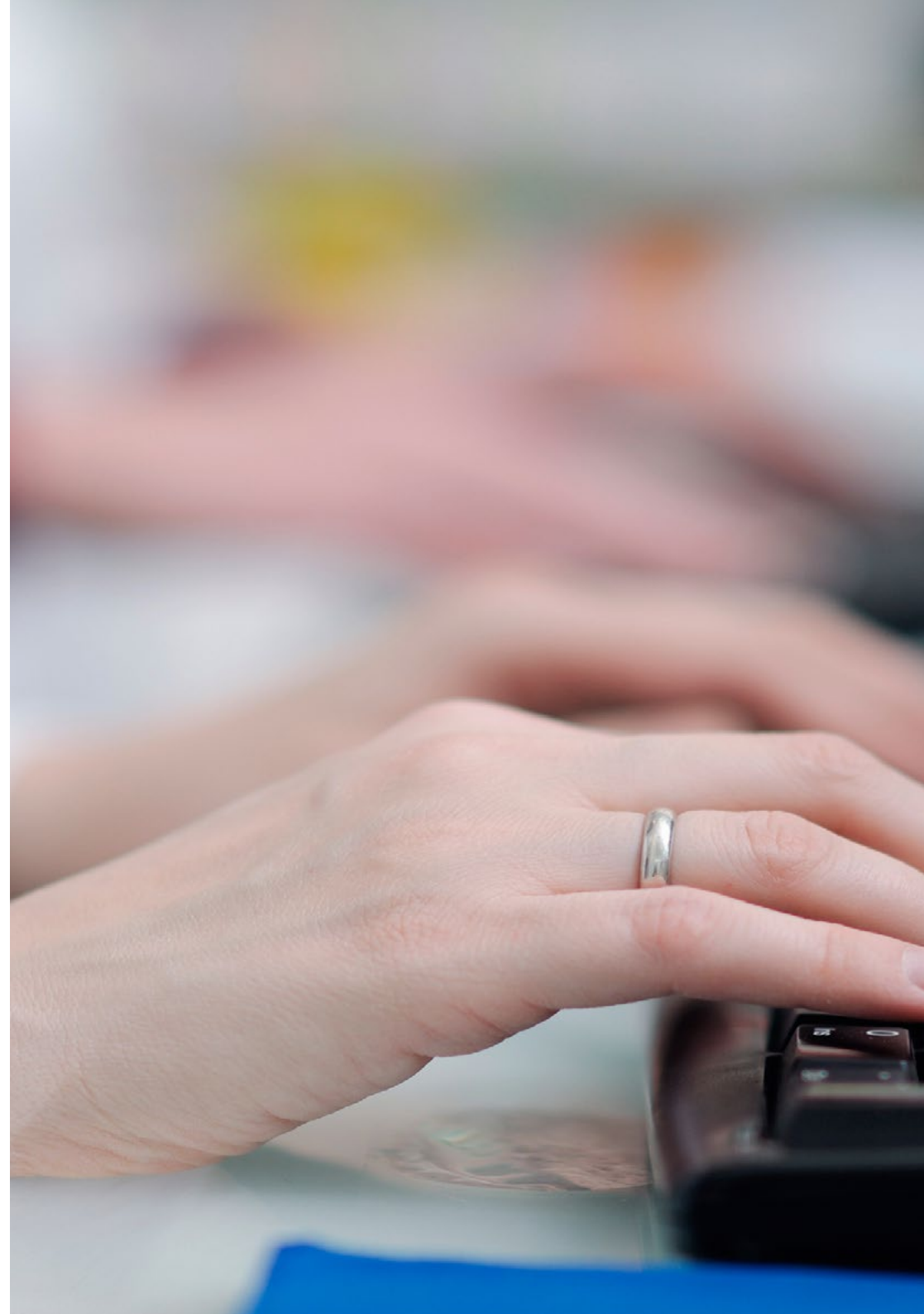
*A study plan that will allow you to update your knowledge on the creation of online Parapharmacies and sales through the Internet"*

## Module 1. Online Parapharmacy

*Update your SEO knowledge and position your online parapharmacy in the digital universe"*

# 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.
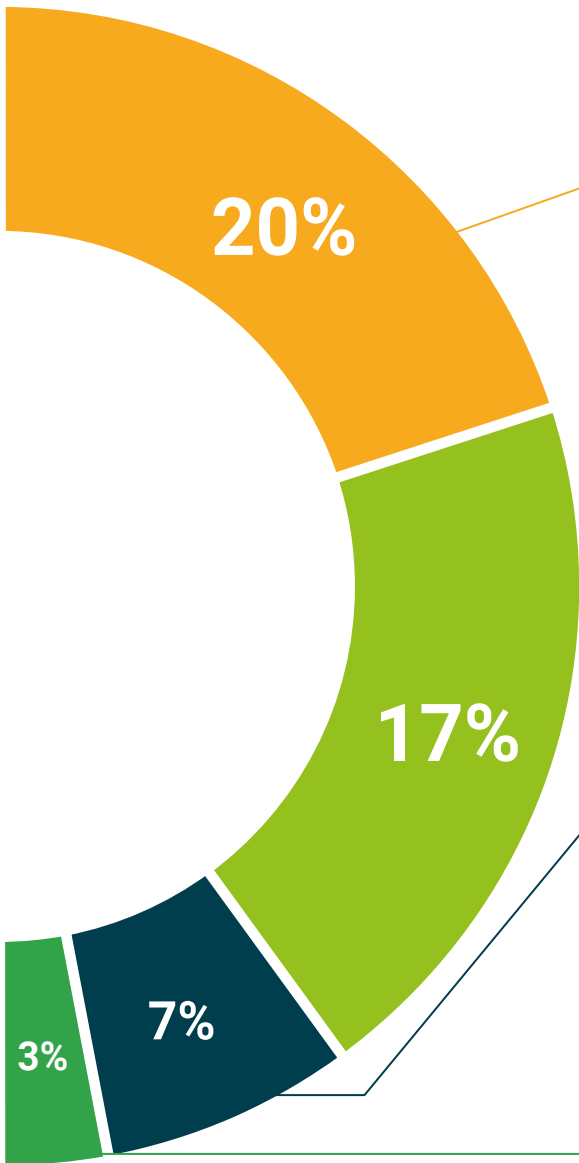
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".

### 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 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.

# Certificate

The Postgraduate Certificate in Online Parapharmacy guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree 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 online **Postgraduate Certificate in Online Parapharmacy** contains the most complete and up-to-date 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.

Program: **Postgraduate Certificate in Online Parapharmacy**

Official Nº of Hours: **150 h.**

*tech* technological university

Awards the following
## CERTIFICATE
to

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

### POSTGRADUATE CERTIFICATE
in

Online Parapharmacy

This is a qualification awarded by this University, equivalent to 150 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 certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost

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