

# Postgraduate Certificate

## Product Typology in Parapharmacy





## Postgraduate Certificate Product Typology in Parapharmacy

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

Website: [www.techtute.com/us/pharmacy/postgraduate-certificate/product-typology-parapharmacy](http://www.techtute.com/us/pharmacy/postgraduate-certificate/product-typology-parapharmacy)

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# 01

# Introduction

The growing demand for parapharmacy products, as well as the wide variety of items for personal care and hygiene, orthopedic, optical or baby food require extensive knowledge on the part of pharmacists. In-depth knowledge of the main products marketed, their benefits and characteristics, redound both in customer service and business profitability. For this reason, TECH has created this 100% online degree, which provides the professional with the most comprehensive and current information on the categorization of the most sold products in these companies. All from a theoretical-practical approach and taught by an excellent team of specialists with an outstanding track record in the sector. A unique opportunity to keep up to date offered by the largest digital university in the world.





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*A 100% online Postgraduate Certificate, flexible, that responds to the needs of pharmacists to update their knowledge in Parapharmacy”*

One of the great successes of today's parapharmacies lies in the range of quality qualified pharmaceutical professionals to resolve any doubts the customer may have about certain health care items.

In this sense, it is key in the management of such establishments to have a correct categorization of the products and to know in detail their characteristics and benefits. In order to promote a quick and effective update in this field, TECH has created this Postgraduate Certificate in Product Typology in Parapharmacy.

It is an advanced syllabus, created by real experts in the sector, who translate their deep knowledge into a study plan focused on transmitting the most recent and rigorous information. In this way, the graduate will delve into natural, hair care, men's, children's and hygiene articles. In addition, with the multimedia didactic material, the specialized readings and the case studies, they will delve more dynamically into orthopedic, optical and oral care products.

Furthermore, thanks to 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 frequent in other methodologies.

An ideal opportunity to keep abreast of trends in Product Typology in Parapharmacy. through a flexible degree. And the fact is that, with no classroom attendance or classes with restricted schedules, the graduate will have the opportunity to be able to combine their daily responsibilities with an avant-garde academic option.

This **Postgraduate Certificate in Product Typology in Parapharmacy** contains the most complete and updated scientific program on the market. Its most outstanding features are:

- ◆ 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



*Get an effective update in Product Typology in Parapharmacy in only 6 weeks and with numerous didactic material"*

“*Incorporate into your Parapharmacy the categories of products with the highest market share thanks to the information provided by the specialists of this degree*”

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.

*If you have a cell phone with internet connection, you will be able to access comfortably whenever you want to the most complete syllabus in Parapharmacy Products.*

*Explore through this academic option the most recent infant food and hygiene products and their characteristics.*



# 02 Objectives

The purpose of this university degree is to provide the professional pharmacist with an effective update on the wide range of Parapharmacy products. In this way, they will be able to increase their competences when it comes to giving parapharmaceutical advice or selecting the most marketable and demanded articles by customers. The case studies provided by the teaching team of this program will also allow you to integrate into your business the most successful procedures in order to meet the goals set in this program.







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*TECH offers you the most innovative pedagogical tools, using the latest technology used in academic degrees”*



## General Objectives

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- ◆ 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

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- ◆ Establish the most attractive and marketable product categories in Parapharmacy
- ◆ Analyze the main natural, hair care and hygiene products available in Parapharmacy
- ◆ Identify the new products existing in Orthopedics and their commercialization in Parapharmacy
- ◆ Delve into the structures and functions of the products distributed in Parapharmacy

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*Thanks to this qualification, you will master the natural products that currently have the greatest impact on the Parapharmacy clientele”*

03

# Course Management

In the selection of the faculty that teaches this Postgraduate Certificate, TECH has taken into account the excellent professional background in the parapharmaceutical sector and human quality. Factors that will allow students to update their knowledge with the best specialists in the industry, with whom they will also be able to resolve any questions they may have about the content of this program. A unique opportunity that only TECH, the world's largest digital university, can offer.





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*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



# 04

# Structure and Content

The syllabus of this Postgraduate Certificate has been developed by a team with extensive professional experience in the Parapharmacy sector. Thus, students will have access to an advanced syllabus, which incorporates the latest information on the type of products that are marketed in these establishments. Delving in depth into their characteristics and benefits will give the pharmacist a plus in updating his knowledge in this field. In addition, additional didactic material will be available 24 hours a day, 7 days a week.





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*You are in front of a syllabus with a theoretical-practical perspective on the most commercialized products in Parapharmacies”*

## Module 1. Parapharmacy Line

- 1.1. History
  - 1.1.1. Definition
  - 1.1.2. Structure
  - 1.1.3. What Is It For?
  - 1.1.4. Main Products
- 1.2. Hair care
  - 1.2.1. Definition
  - 1.2.2. Structure
  - 1.2.3. What Is It For?
  - 1.2.4. Main Products
- 1.3. Men
  - 1.3.1. Definition
  - 1.3.2. Structure
  - 1.3.3. What Is It For?
  - 1.3.4. Main Products
- 1.4. Children (Food and hygiene)
  - 1.4.1. Definition
  - 1.4.2. Structure
  - 1.4.3. What Is It For?
  - 1.4.4. Main Products
- 1.5. Hygiene
  - 1.5.1. Definition
  - 1.5.2. Structure
  - 1.5.3. What Is It For?
  - 1.5.4. Main Products
- 1.6. Oral care
  - 1.6.1. Definition
  - 1.6.2. Structure
  - 1.6.3. What Is It For?
  - 1.6.4. Main Products



- 1.7. Personal Care
  - 1.7.1. Definition
  - 1.7.2. Structure
  - 1.7.3. What Is It For?
  - 1.7.4. Main Products
- 1.8. First Aid Kit
  - 1.8.1. Definition
  - 1.8.2. Structure
  - 1.8.3. What Is It For?
  - 1.8.4. Main Products
- 1.9. Orthopedics
  - 1.9.1. Definition
  - 1.9.2. Structure
  - 1.9.3. What Is It For?
  - 1.9.4. Main Products
- 1.10. Optics
  - 1.10.1. Definition
  - 1.10.2. Structure
  - 1.10.3. What Is It For?
  - 1.10.4. Main Products

“Update your knowledge about Orthopedics and incorporate the most rigorous information about its benefits into your parapharmaceutical recommendations”



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 Product Typology in Parapharmacy 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 Product Typology in Parapharmacy** contains the most complete and updated 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 diploma 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 Product Typology in Parapharmacy**

Official N° of Hours: **150 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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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