

# Postgraduate Diploma Marketing in Parapharmacy





## Postgraduate Diploma Marketing in Parapharmacy

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

Website: [www.techtute.com/pk/pharmacy/postgraduate-diploma/postgraduate-diploma-marketing-parapharmacy](http://www.techtute.com/pk/pharmacy/postgraduate-diploma/postgraduate-diploma-marketing-parapharmacy)

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# 01

# Introduction

Parapharmaceutical products allow for a greater number of impactful marketing actions to be carried out in the face of the customer. A fact that must be profitable both economically and in terms of the brand image of the businesses themselves. In this sense, it is essential that pharmaceutical professionals are aware of the latest trends in this field and the application of the most successful strategies to obtain a greater impact. In this line, TECH has decided to create a 100% online program, which will lead graduates to update their knowledge on sales actions, promotion and accounting planning necessary in different types of parapharmacy companies. All of this, with a large amount of didactic material, elaborated by real specialists in the pharmaceutical, advertising and communication fields.



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*A 100% online program, without classes with fixed schedules and adapted to the real needs of pharmacists”*

The implementation of viral diffusion campaigns, customer loyalty through promotions, or the use of new digital communication possibilities are just some of the most effective strategies in Parapharmacy. A sector that has increased its turnover, thanks in large part to its incursion into the internet and the wide variety of products.

In this sense, the pharmaceutical professional oriented to this field must be aware of the latest trends in advertising strategies, without losing sight of the necessary economic and financial planning to obtain maximum profitability. For this reason, TECH brings together in this Postgraduate Diploma in Marketing Applied to Parapharmacy, the most advanced syllabus and taught by the best experts in this field.

This is an intensive program of 450 teaching hours, where graduates will be able to delve into the different business models existing in the industry, their characteristics, which will allow them to carry out a complete update. Likewise, they will delve into the main sales actions, customer acquisition in both physical and online spaces and the accounting required in this type of business. All of this is complemented with multimedia didactic material, essential readings and case studies that can be accessed at any time of the day, from an electronic device with an internet connection.

In this way, the pharmaceutical professionals have an excellent opportunity to be aware of everything that surrounds Marketing and integrate it into their project. Therefore, without the need for classroom attendance or classes with restricted schedules, graduates will have the ease of being able to self-manage their access time and make their daily responsibilities compatible with a quality university program.

This **Postgraduate Diploma in Marketing 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 with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice.
- ♦ Practical exercises where the self-assessment process can be carried out 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



*The case studies of this qualification will allow you to test the success stories of viral marketing and integrate them into your own parapharmaceutical project”*



“

*Delve into the world of private, franchised or retail parapharmacies, whenever you want, from your digital device with internet connection”*

The program's teaching staff includes professionals from the field who contribute their work experience to this educational 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 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 during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Obtain with this program the resources you need to implement commercial activities in parapharmacy sales areas.*

*A program that will allow you to perfect your financial and treasury plan and apply it to Parapharmacy projects.*



# 02

# Objectives

The purpose of this Postgraduate Diploma is to provide students with the most current knowledge about the Marketing actions used to promote Parapharmacy businesses. In this sense, TECH provides the graduate with an excellent teaching team with extensive experience in this sector. In addition, the case studies will provide a much more direct and real vision of the most effective strategies to use and integrate into your business project.







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*This is an university qualification that will allow you to successfully implement a complete Marketing plan for your Parapharmacy project”*



## General Objectives

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- ♦ Broaden the knowledge of Parapharmacy management
- ♦ Enhance skills for the creation and management of online Parapharmacies
- ♦ Boost the performance of the Parapharmacy business
- ♦ Analyze the most effective marketing strategies in the sector.
- ♦ Incorporate the latest technological innovations for start-up or adaptation of Parapharmacy projects
- ♦ Be aware of all types of products marketable through Parapharmacies.
- ♦ Delve into the Parapharmaceutical market.
- ♦ Implement the analysis and digital positioning actions of a Parapharmacy



*Do you want to be aware of the most efficient sales plans in Parapharmacy? Get the maximum profitability thanks to the advanced content provided by this qualification"*





## Specific Objectives

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### Module 1. Trade marketing in Parapharmacy

- ◆ Delve into the main features of Trade Marketing
- ◆ Analyze the new trends in Parapharmacy shelves
- ◆ Get a current view on the benefits of Cashkeeper
- ◆ Delve into the mobile marketing used in Parapharmacy

### Module 2. Parapharmacy Profitability

- ◆ Delve into the main accounting and financial terms of a Parapharmacy
- ◆ Indicate the most effective strategies and sales plans in Parapharmacy, as well as the design of a financial plan
- ◆ Get the most current information on the tools used for sales analysis
- ◆ Be up to date with the main software used in Parapharmacy

### Module 3. Marketing plan in Parapharmacy

- ◆ Promote the implementation of marketing-oriented actions in the Parapharmacy sales space
- ◆ Delve into product strategies and appropriate pricing in Parapharmacy
- ◆ Indicate the guidelines for the creation of marketing campaigns
- ◆ Establish how to incorporate new technologies that favor the consumer's shopping experience



03

# Course Management

TECH has brought together an excellent team of directors and teachers from the pharmaceutical sector and Marketing and Advertising. A well versed faculty that stands out for its excellent professional background and human quality. Both factors will allow students to obtain a successful update on marketing strategies and visibility in Parapharmacy from the best experts. In addition, they will be able to resolve any questions they may have about the content of this program throughout its 6-month duration.



“

*You have at your disposal real specialists in Marketing and Parapharmacy with extensive professional experience in both sectors”*

## Management



### Mr. Álvarez de la Gala Pasquín, Ricardo

- ♦ CEO at Farmalínea Healthcare
- ♦ Chief Executive Officer in the 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. Fernández Roma, Nuria

- ♦ Marketing Director and Consultant
- ♦ Teacher of Digital Photography
- ♦ Developer of Corporate Social Responsibility Plans
- ♦ Master's Degree in Communication, Marketing and Advertising in Online Media from the Instituto Europeo di Design. Madrid

### Mr. Morro, Pablo

- ♦ Tax, Labor and Accounting Consultant
- ♦ Controller and Financial Director of large companies in the Logistics, Publishing and Audiovisual sectors
- ♦ Expert in ISO 9.000-9.001 Quality Implementation
- ♦ Degree in Business Administration with specialization in Business Organization from the Autonomous University of Madrid





# 04

## Structure and Content

The syllabus of this Professional Postgraduate Diploma has been created by a faculty specialized in Marketing and Pharmacy. Both areas are reflected in a syllabus that provides the pharmacist with the most recent strategies used in *Trade Marketing*, the techniques and tools for the elaboration of a Marketing Plan and the most effective procedures to achieve maximum profitability in any Parapharmacy project. All of this is, complemented by the didactic material to which the student will have access 24 hours a day, 7 days a week.





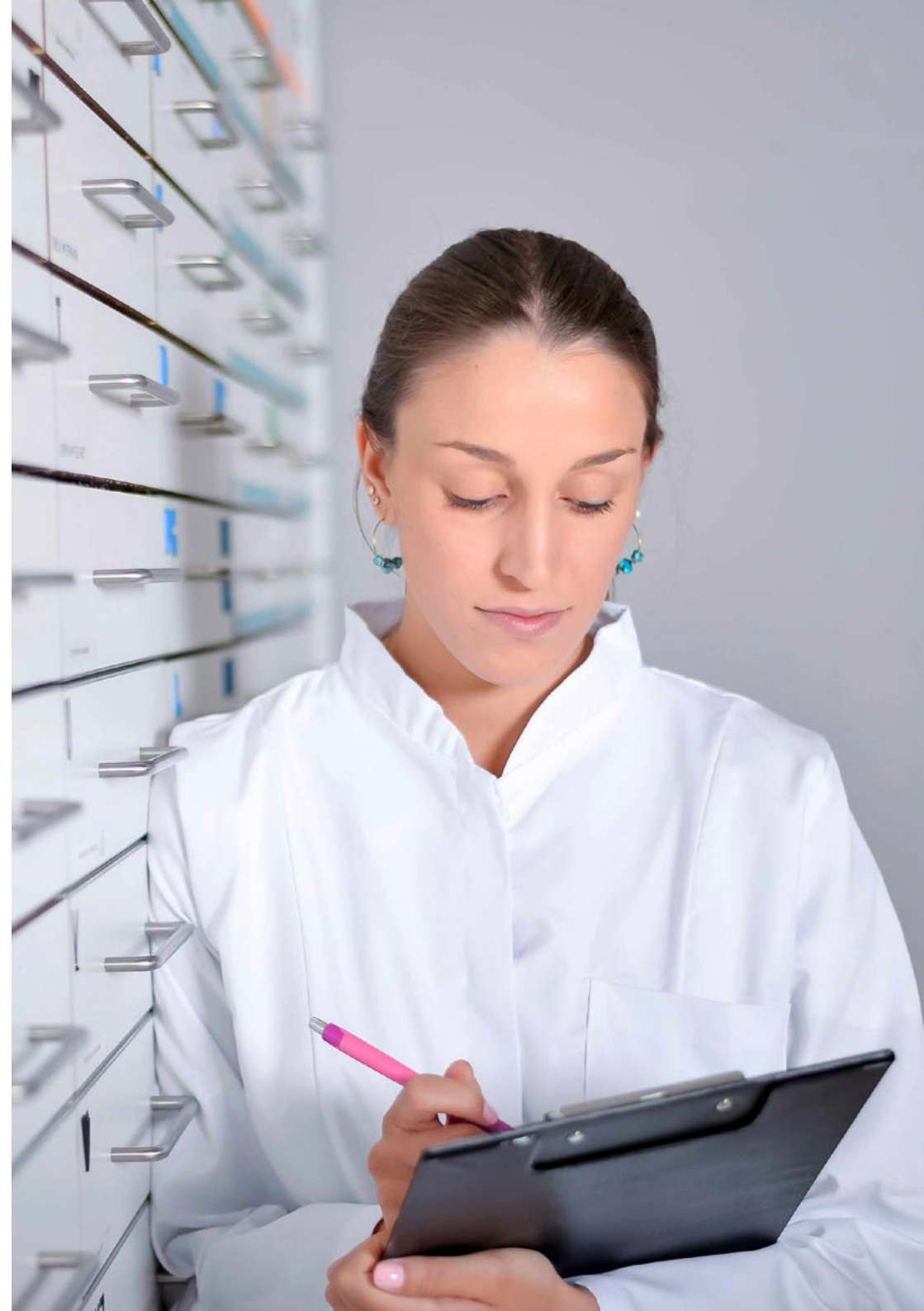


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*A theoretical and practical syllabus complemented by multimedia pills, readings and numerous teaching resources that you can access 24 hours a day”*

## Module 1. Trade marketing in Parapharmacy

- 1.1. Trade Marketing: functions
  - 1.1.1. The Definition of Trade Marketing
  - 1.1.2. Pharmaceutical Trade marketing functions
  - 1.1.3. Trade marketing main techniques
  - 1.1.4. The 4 Ps
- 1.2. Parapharmacy Shelving
  - 1.2.1. What Is Parapharmacy Shelving?
  - 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 counter
  - 1.3.2. Counter distribution
  - 1.3.3. The Importance of the counter
  - 1.3.4. Seasonal placement of counter
- 1.4. The smart cash drawer Cashkeeper
  - 1.4.1. Definition
  - 1.4.2. Structure
  - 1.4.3. What Is It For?
  - 1.4.4. Benefits of use
- 1.5. Parapharmacy Showcase
  - 1.5.1. Tips for a dazzling Showcase
  - 1.5.2. Showcase distribution
  - 1.5.3. The Importance of Showcase
  - 1.5.4. Seasonal placement of Showcase
- 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. Suppliers' 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. Mutidevice
  - 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. Video marketing in Parapharmacy
    - 1.10.1. Definition
    - 1.10.2. Main structures
    - 1.10.3. Objectives
    - 1.10.4. Content and format of video
- Module 2. Parapharmacy Profitability**
- 2.1. Accounting and finance of a Parapharmacy
    - 2.1.1. Basic Aspects of Accounting
    - 2.1.2. The Active in Parapharmacy Accounting
    - 2.1.3. The pasives in Parapharmacy Accounting
    - 2.1.4. Types of IVA. Taxes
  - 2.2. Purchase Management
    - 2.2.1. Suppliers
    - 2.2.2. Stock management
    - 2.2.3. A.B.C products
    - 2.2.4. Purchasing Types in Parapharmacy
  - 2.3. Sales Management
    - 2.3.1. Pharmacy activity sales
    - 2.3.2. POS as a sales tool for Parapharmacies
    - 2.3.3. Costs and expenses
    - 2.3.4. Net income
  - 2.4. Parapharmacy margin POS, FVP, Retail Price
    - 2.4.1. What is POS?
    - 2.4.2. Retail Price Calculation
    - 2.4.3. Net margin, differences between POS FVP and Retail Price
    - 2.4.4. How to improve the margin
    - 2.4.5. Pharmacy amortization
  - 2.5. Sales Plan of a Parapharmacy
    - 2.5.1. How to Create a Sales Plan
    - 2.5.2. Customer Loyalty
    - 2.5.3. Sales incentive planning
    - 2.5.4. Incentives for sales personnel
  - 2.6. Tools to study the sales of a Parapharmacy
    - 2.6.1. Customer buying experience
    - 2.6.2. Upselling
    - 2.6.3. Cross Selling
    - 2.6.4. Packs
    - 2.6.5. Offering techniques for your Parapharmacy
  - 2.7. Main softwares: Farmatic, Unycop, Bitfarma
    - 2.7.1. Which one to choose: S.L., C.B. or S.A. or self-employed
    - 2.7.2. Equivalence surcharge
  - 2.8. Types of payment
    - 2.8.1. Suppliers payments
    - 2.8.2. Deferral of payments
  - 2.9. Financial Plan
    - 2.9.1. Investment plan
    - 2.9.2. Balance
    - 2.9.3. Cash Budget
    - 2.9.4. Interim Profit and Loss Accounts
    - 2.9.5. Treasury plan




- 2.10. Margin Benefits of a Parapharmacy
  - 2.10.1. Negotiation with Suppliers
  - 2.10.2. Cost savings on purchases
  - 2.10.3. Suppliers' discounts for prompt payment
  - 2.10.4. Increasing the hours of the Parapharmacy

### Module 3. Parapharmacy Marketing Plan

- 3.1. Marketing Concepts
  - 3.1.1. Introduction to General Marketing
  - 3.1.2. Product Strategies
  - 3.1.3. Pricing Strategies
  - 3.1.4. Segmentation and Positioning
- 3.2. Objective of a Marketing plan in Parapharmacy
  - 3.2.1. Promote the implementation of commercial activities in the Parapharmacy sales space.
  - 3.2.2. Increase the sale of parapharmacy products
  - 3.2.3. Rotation of the stock of Parapharmacy products
  - 3.2.4. Strengthen the brand of our Parapharmacy and to counteract the competition.
- 3.3. Marketing Campaigns from Parapharmacy. Types
  - 3.3.1. Promotional campaign
  - 3.3.2. Testimonial campaign
  - 3.3.3. RRSS in Marketing Campaign
  - 3.3.4. Product launch campaign
- 3.4. Steps of the Marketing Plan
  - 3.4.1. Conduct an external and internal analysis At the external level it is necessary to assess
  - 3.4.2. SWOT Analysis
  - 3.4.3. Establishing the communication strategy and action plan
  - 3.4.4. Planning the marketing plan: the campaign
  - 3.4.5. Communication to the team
  - 3.4.6. Campaign evaluation





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- 3.5. What is viral marketing in Parapharmacy?
    - 3.5.1. Viral Marketing.Definition
    - 3.5.2. Viral Marketing
    - 3.5.3. Viral Marketing.outreach
    - 3.5.4. Viral Marketing.Examples
  - 3.6. Parapharmacy Identity
    - 3.6.1. Identity Trend
    - 3.6.2. Marketing for the identity
    - 3.6.3. Identity techniques
    - 3.6.4. Conclusions
  - 3.7. Cross-selling techniques
    - 3.7.1. Definition
    - 3.7.2. Main Techniques
    - 3.7.3. Make a profit
    - 3.7.4. Best Practices
  - 3.8. Parapharmacy Merchandising
    - 3.8.1. Types of Merchandising
    - 3.8.2. Different interests of Merchandising
    - 3.8.3. Supplier "Brand Image"
    - 3.8.4. The consumer: choice of the assortment, attractiveness, etc.
  - 3.9. Consumer buying experience
    - 3.9.1. Types of Clients
    - 3.9.2. Personalization
    - 3.9.3. Communication With the Client
    - 3.9.4. New technologies to communicate with the customer
  - 3.10. Parapharmacy sales analysis
    - 3.10.1. Best-selling products
    - 3.10.2. Stock turnover, periodicity
    - 3.10.3. R.O.I
    - 3.10.4. Less-selling products. Stock disposal

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

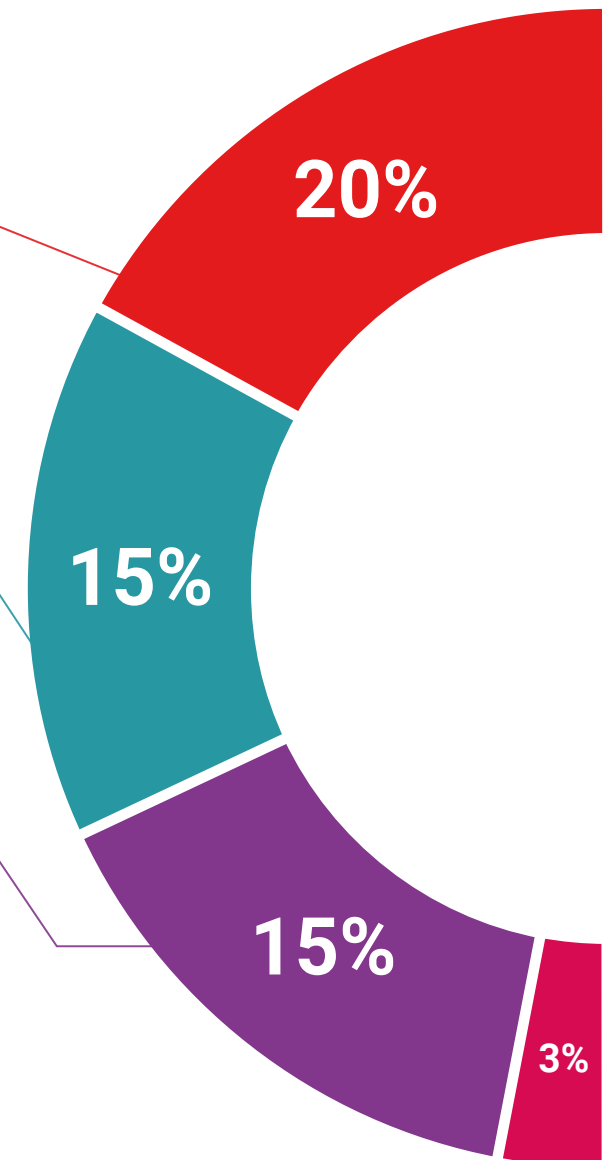
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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 Diploma in Marketing 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.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

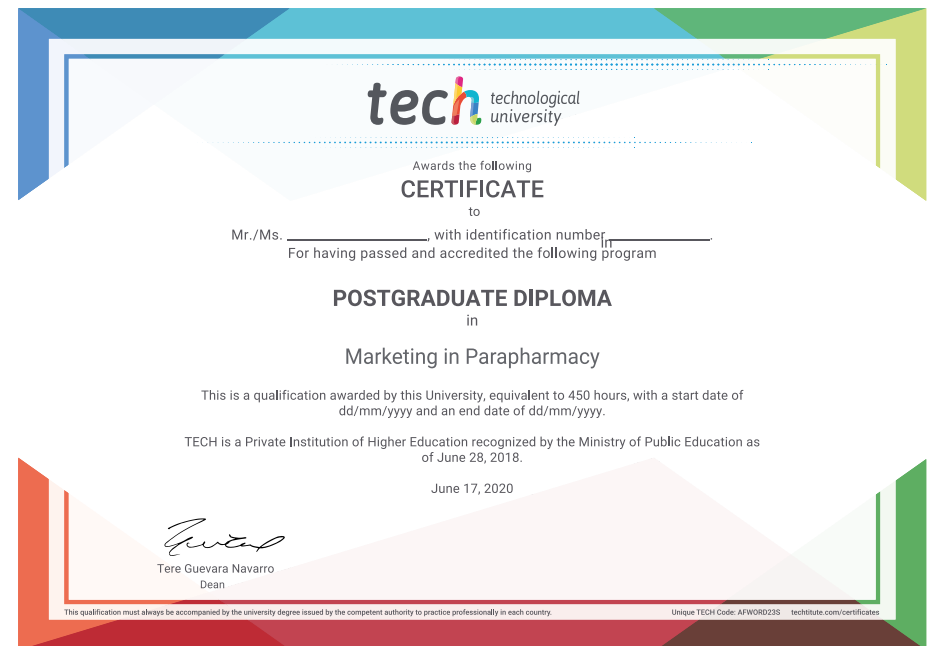
This **Postgraduate Diploma in Marketing in Parapharmacy** contains the most complete and up-to-date scientific on the market.

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

The certificate 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 Marketing in Parapharmacy**

Official N° of Hours: **450 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.





## Postgraduate Diploma Marketing in Parapharmacy

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

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