

# Professional Master's Degree Parapharmacy





## Professional Master's Degree Parapharmacy

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/pharmacy/professional-master-degree/master-parapharmacy](http://www.techtute.com/in/pharmacy/professional-master-degree/master-parapharmacy)

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# 01

# Introduction

The parapharmaceutical market continues its growing trend with the sale and distribution of products, especially online. The new technologies are setting the pace in this sector, which markets millions of cosmetic, dietary and food supplement products. A favorable scenario for pharmacists to update their knowledge on the creation and management of a growing business, which requires strategic skills to develop in the different existing business models. For this reason, TECH has created this degree that will provide you with an insight into the development of economic-financial plans, the setting up of marketing campaigns and a complete update on the wide range of articles in this sector. All without attending and with the flexibility of accessing the syllabus whenever and wherever you want.



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*A Master's Degree that will give you the keys you need to launch your next Parapharmacy project with guaranteed success”*

The parapharmacy sales ecosystem shows a clear upward trend in online shopping across a wide range of products. The pandemic caused by the coronavirus, as well as new digital technologies, have increased interest in online parapharmacies and many professionals are choosing to incorporate this business model.

A task that requires being up to date with the main marketing and commercial actions in the digital world, their combination with other existing physical Pharmacy businesses, as well as the entire market surrounding the sector. In this sense, TECH has created this Master's Degree that provides the professional with the most current information so that it can promote the creation, design and implementation of a successful Parapharmacy.

Whatever their type of business, pharmacists will obtain in this program a broad and exhaustive vision of this industry, the necessary tools for the creation of financial plans, the marketing of products, customer service and the new role they play in the team working in a Parapharmacy.

It is, therefore, a university degree oriented to provide the most advanced syllabus in only 1,500 teaching hours and with the best specialized teaching staff of the moment. In addition, in this updating process, students have access to video summaries of each topic, videos in detail, readings and case studies that will give greater dynamism and attractiveness to this degree.

Undoubtedly, a unique opportunity to be aware of everything that surrounds Parapharmacy through an academic option that does not require attendance, nor does it have classes with fixed schedules. This flexibility allows the graduate to access the syllabus whenever and wherever they wish. You only need an electronic device with internet connection to view, at any time, the content of this Master's Degree, an unparalleled opportunity that only TECH offers.

This **Professional Master's Degree 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 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
- ◆ The availability of access to content from any fixed or portable device with an Internet connection



*Do you want to keep up to date with the software used in the management of Parapharmacies? Do it through this degree and incorporate them into your business”*

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*This degree will lead you to delve into the relevant logistics and the main actors in the distribution chain of parapharmaceutical products”*

*Thanks to the Relearning method, used by TECH, you will reduce the long hours of study and memorization.*

*Delve into the profitability of parapharmaceutical products and existing categories and integrate them into your business plan.*

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.



# 02 Objectives

The main objective of this Master's Degree is to provide the pharmacist with the most current information on the planning, creation and management of a Parapharmacy, either in person or online. For this purpose, TECH offers an advanced syllabus that will allow you to be up to date with the latest technological advances in this sector, in the tools for sales control or for the marketing of products through web pages. A first class academic itinerary, where the graduate will be accompanied by the best specialists in the sector.







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*Thanks to the case studies provided in this degree you will be able to integrate the most successful Marketing strategies in your Parapharmacy”*



## General Objectives

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- ◆ Expand knowledge of Parapharmacy management
- ◆ Enhance skills for the creation and management of an online Parapharmacy
- ◆ Boosting the performance of the Parapharmacy business
- ◆ Analyze the most effective marketing strategies in the sector
- ◆ Incorporate the latest technological developments for the implementation or adaptation of Parapharmacy projects
- ◆ Be aware of all types of products marketable through Parapharmacies
- ◆ Delve into the parapharmaceutical market
- ◆ Implement analysis and digital positioning actions for a Parapharmacy





## Specific Objectives

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### Module 1. Parapharmacy Basics

- ◆ Describe the main current differences between the line between Pharmacy and Parapharmacy
- ◆ Establish competitive analyses within the Parapharmacy sector
- ◆ Update knowledge about the new role of the Parapharmacy personnel
- ◆ Deepen in the new technologies used in this type of business

### Module 2. Parapharmacy Trade Marketing

- ◆ Deepen 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 Mobile Marketing used in Parapharmacy

### Module 3. Dermocosmetics in Parapharmacy

- ◆ Perform 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 Parapharmacy
- ◆ Explore the technological future of the dermocosmetic industry

#### **Module 4. Dietetic-food supplements**

- ◆ Describe the differences between food supplements, nutricosmetic and food supplements
- ◆ Identify current uses of nutricosmetics for the skin and hair
- ◆ Deepen in the different types of dosage forms
- ◆ Update knowledge on medicinal plants and their pharmacological actions

#### **Module 5. Parapharmacy Categories**

- ◆ Establish the most attractive and marketable categories of Parapharmacy products
- ◆ Analyze the main natural, hair care and hygiene products available in Parapharmacy
- ◆ Identify new products in orthopedics and their commercialization in Parapharmacy
- ◆ Learn more about the structures and functions of the products distributed in Parapharmacy

#### **Module 6. Parapharmacy Profitability**

- ◆ Deepen in the main terms of accounting and finance of a Parapharmacy
- ◆ Indicate the most effective strategies and sales plans in Parapharmacy, as well as the design of a financial plan
- ◆ Obtain the most current information on the tools used for sales research
- ◆ Stay up to date with the main software used in Parapharmacy

#### **Module 7. Parapharmaceutical Distribution**

- ◆ Inquire about the state-of-the-art technology used in the distribution of parapharmaceutical products
- ◆ Gain a deeper understanding of the most relevant actors in the distribution chain
- ◆ Delve into the parapharmaceutical market and product demand analysis
- ◆ Establish the essential recommendations to be able to manage a Parapharmacy

#### **Module 8. Attention to Parapharmacy**

- ◆ Provide the keys to enhance the parapharmaceutical advice given to customers
- ◆ Establish guidelines for follow-up and after-sales service
- ◆ Delve into the strategic and psychological lines in customer service
- ◆ Indicate the customer loyalty tools available in Parapharmacy

#### **Module 9. Parapharmacy Marketing Plan**

- ◆ Promote the implementation of marketing-oriented actions in the Parapharmacy sales area
- ◆ Learn more about product strategies and appropriate pricing in Parapharmacy
- ◆ Indicate the guidelines for the creation of marketing campaigns
- ◆ Establish how to incorporate new technologies to enhance the consumer's shopping experience



### Module 10. Online Parapharmacy

- ◆ 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 marketing
- ◆ Design the creation of an online Parapharmacy, according to the latest technological developments

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*Incorporate to your Parapharmacy the latest technology in dermal facial, 3D and capillary analysis thanks to this cutting-edge academic option”*

# 03

## Skills

At the end of the 12 months of this Master's Degree, the graduate will have achieved to enhance their competencies and skills for the direction and management of Parapharmacies. An industry that requires extensive skills in team coordination, customer service and effective communication with key suppliers in a competitive market. Thanks to the theoretical and practical perspective of this program, students will be able to successfully learn these skills and incorporate them into their daily practice.



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*Lead with guarantees innovative initiatives in Parapharmacy, either in your on-site or online business”*



## General Skills

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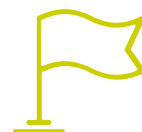
- ◆ Master the necessary tools for the creation of a Parapharmacy
- ◆ Expand the management and leadership skills of professionals who wish to enter the Parapharmacy sector
- ◆ Control the main software used for product management and sales control
- ◆ Enhance the psychological skills used in customer service
- ◆ Broaden the strategic vision of online business and orient it towards Parapharmacy
- ◆ Identify sales opportunities in the different product categories existing in Parapharmacy

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*Enhance your team management skills in Parapharmacy through the most advanced syllabus on this sector”*







## Specific Skills

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- ◆ Develop the most current online marketing strategies to obtain a greater economic return in the Parapharmacy
- ◆ Enhance customer service skills during the sale and in the follow-up and after-sales process
- ◆ Successfully use the brand image of the Parapharmacy through social networks
- ◆ Keeping up to date with the new role of the Parapharmacy staff
- ◆ Mastering the current market for food supplements
- ◆ Implement the latest technology used in Parapharmacy, especially in dermocosmetics
- ◆ Successfully employing multi-device mobile marketing in Parapharmacy
- ◆ Create financial plans according to the characteristics and objectives set in the Parapharmacy
- ◆ Apply good environmental and conservation practices in the business
- ◆ Implement team management policies based on the latest coaching evidence

# 04

# Course Management

TECH has assembled a faculty that distinguishes itself with its extensive knowledge of the pharmaceutical sector and numerous years of experience in this industry. Likewise, the human and professional quality of this specialized faculty has been a determining factor for their inclusion in this Master's Degree program. In this way, students have the guarantee of studying a first class program, designed by real experts who know the ins and outs of the sector and of Parapharmacy. In addition, you will be able to solve with this team any doubts you might have about the content of this program.



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*Renowned specialists in the pharmaceutical sector will take you to learn about the latest trends in the current Parapharmacy market”*

## 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

### Ms. De la Casa Moreno, Inmaculada

- ◆ Aesthetician/Dietician-Nutritionist at ARK AESTHETIC CENTER
- ◆ Dietician-Nutritionist at DUAL Clinic.
- ◆ Dietician-Nutritionist in the Endocrinology and Diabetes Unit of La Fe Clinical Hospital.
- ◆ Aesthetician and Dietician at Spa del Mar
- ◆ Clinic assistant at Medibelia Clinic
- ◆ Aesthetician and Chiromassage at MASAJES A MIL
- ◆ Dietician and nutritionist at FUNDACIÓN JOSÉ NAVARRO
- ◆ Dietitian-nutritionist at CENTRO MULTIDISCIPLINAR ATTRIUM
- ◆ Master's Degree in Personalized and Community Nutrition from the University of Valencia
- ◆ Degree in Human Nutrition and Dietetics from the University of Valencia

**Ms. López, Cristina**

- ◆ CEO of Omoi Pharmacy Coach
- ◆ Pharmacy technician in several pharmacy offices
- ◆ Responsible for procurement and assortment selection in Dermocosmetics
- ◆ Responsible for individualized attention and management of dermo consultations to patients
- ◆ Master's Degree in dermopharmacy and cosmetics
- ◆ Expert in Dermopharmacy, Hair Cosmetics, Natural Medicine and Aromatherapy
- ◆ Degree in Pharmacy and Parapharmacy Technician

**Ms. García Domínguez, Patricia**

- ◆ Head of Administration at Sanafarmacia Ciudad Expo 24 H
- ◆ Head of Administration and Management of a construction company
- ◆ Specialist in Pharmacy Office Management by the Royal and Illustrious Official College of Pharmacists of Seville
- ◆ Specialist in Occupational Risk Prevention, Human Resources Management/Personnel
- ◆ Administration by the Confederation of Businessmen of Andalusia
- ◆ Degree in Economics from the University of Seville

**Ms. Álvaro Casillas, Rocío**

- ◆ CEO of Omoi Pharmacy Coach
- ◆ Pharmacy Technician in several pharmacy offices
- ◆ Master's Degree in Dermopharmacy and Cosmetics
- ◆ Postgraduate in Dermocosmetics
- ◆ Technician in Pharmacy and Parapharmacy
- ◆ Senior Technician in Administration and Finance

**Ms. Campos García, Silvia**

- ◆ Founder of Con Principio Activo, tu farmacoach
- ◆ Hotel Manager at Grupo 3 Galeón
- ◆ Pharmacy Office Manager at Silvia Campos Pharmacy
- ◆ Manager of Beauty Center at Beauty Sense
- ◆ Expert Coaching Course by Create Coaching
- ◆ Degree in Pharmacy from CEU San Pablo University

**Ms. Muñoz Hidalgo, Beatriz**

- ◆ Social Media Project Manager at Onlypharma
- ◆ Social Media Manager & Content Creator at Ibáñez Farmacia
- ◆ Social Media Manager & Content Creator at Farmaschool
- ◆ Social Media Manager & Content Creator at SETSS & SIETeSS
- ◆ Double Master's Degree MBA + Digital Marketing at The Power MBA
- ◆ Master's Degree in Digital Journalism and New Narratives by the Universitat Oberta de Catalunya (UOC)
- ◆ Master's Degree in Entertainment TV Programs Gestmusic Endemol by Ramón Llull University
- ◆ Graduate in Journalism from the University of Malaga



*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

# 05

# Structure and Content

The faculty that teaches this university program has extensive experience in the pharmaceutical sector, which is evident in the high quality syllabus of this Master's Degree. In this way, the professional will be able to delve for 12 months in the key concepts for the development and implementation of a on-site or online Parapharmacy. In addition, you will be able to incorporate the latest existing technologies for financial control, product sales or in the implementation of marketing campaigns. A comprehensive tour that will be made more dynamic thanks to the multimedia teaching materials and the numerous additional pedagogical contents.



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*This is a flexible academic option that will allow you to combine your daily professional activities with a quality Master's Degree”*

## Module 1. Parapharmacy Basics

- 1.1. Parapharmacy Evolution
  - 1.1.1. Parapharmacy History
  - 1.1.2. Evolution of Parapharmacy
  - 1.1.3. Parapharmacy Definition
  - 1.1.4. Difference between Pharmacy and Parapharmacy
- 1.2. Parameters Measurement in Parapharmacy
  - 1.2.1. Parameter Definition
  - 1.2.2. Parameters Structure
  - 1.2.3. Main Parameters
  - 1.2.4. Parapharmacy Parameter Analysis
- 1.3. Main Products in the Parapharmacy
  - 1.3.1. Cosmetics and Personal Care Products
  - 1.3.2. Food Supplements
  - 1.3.3. Infant Nutrition
  - 1.3.4. Food 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 for Sale 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 Store
  - 1.5.4. Parapharmacy in the Retail sector

- 1.6. Competitive Analysis
  - 1.6.1. Definition
  - 1.6.2. Objectives
  - 1.6.3. Applications
  - 1.6.4. Results
- 1.7. Parapharmacy Roles
  - 1.7.1. Staff, Who is Who?
  - 1.7.2. Parapharmacy Management
  - 1.7.3. Technical Staff
  - 1.7.4. Administrative Staff
- 1.8. Team Coaching in Parapharmacy
  - 1.8.1. Human resources
  - 1.8.2. Day-to-Day Management
  - 1.8.3. Motivation
  - 1.8.4. Conclusions
- 1.9. Technological Elements in Parapharmacy
  - 1.9.1. Definition
  - 1.9.2. Technological Elements in Parapharmacy
  - 1.9.3. Importance of Parapharmaceutical Technology
  - 1.9.4. Technological Innovations in Parapharmacy
- 1.10. Corporate Social Responsibility in Parapharmacy
  - 1.10.1. Definition
  - 1.10.2. Good Environmental Practices
  - 1.10.3. Good Conservation Practices
  - 1.10.4. Good Customer Service Practices

## Module 2. Parapharmacy Trade Marketing

- 2.1. Trade Marketing: Functions
  - 2.1.1. Trade Marketing Definition
  - 2.1.2. Pharmaceutical Trade Marketing Functions
  - 2.1.3. Main Trade Marketing Techniques
  - 2.1.4. The 4 P's



- 2.2. Parapharmacy Lineal
  - 2.2.1. What is the Parapharmacy Lineal?
  - 2.2.2. Exposure Levels
  - 2.2.3. Hot Spots
  - 2.2.4. Cold Spots
- 2.3. The Counter
  - 2.3.1. Tips for a Dazzling Countertop
  - 2.3.2. Counter Layout
  - 2.3.3. Importance of the Counter
  - 2.3.4. Seasonal Placement of Counter According to Season
- 2.4. The Cashkeeper Smart Cash Drawer
  - 2.4.1. Definition
  - 2.4.2. Structure
  - 2.4.3. What Is It For?
  - 2.4.4. Usage Benefits
- 2.5. Parapharmacy Showcase
  - 2.5.1. Tips for a Dazzling Showcase
  - 2.5.2. Showcase Layout
  - 2.5.3. The Importance of the Showcase
  - 2.5.4. Placement of the Showcase According to the Season
- 2.6. Sell In and Sell Out in Parapharmacy
  - 2.6.1. Differences between Sell In and Sell Out
  - 2.6.2. What is the Sell In?
  - 2.6.3. What is the Sell Out?
  - 2.6.4. Sell In and Sell Out as Performance Indicators
- 2.7. Suppliers as Partners
  - 2.7.1. Supplier Involvement
  - 2.7.2. Merchandising
  - 2.7.3. Types of Suppliers
  - 2.7.4. Synergy Between Supplier and Parapharmacy

- 2.8. Mobile Marketing in Parapharmacy
  - 2.8.1. Definition
  - 2.8.2. Main Structures
  - 2.8.3. Objectives
  - 2.8.4. Multidevice
- 2.9. Social Marketing in Parapharmacy
  - 2.8.1. Definition
  - 2.8.2. Main Structures
  - 2.8.3. Objectives
  - 2.8.4. Analyze Attitudes, Beliefs, Values and Behaviors
- 2.10. Parapharmacy Video Marketing
  - 2.10.1. Definition
  - 2.10.2. Main Structures
  - 2.10.3. Objectives
  - 2.10.4. Video Content and Format

### Module 3. Dermocosmetics in Parapharmacy

- 3.1. Dermocosmetics Market
  - 3.1.1. Definition
  - 3.1.2. Objectives
  - 3.1.3. Analysis of the Cosmetics and Dermocosmetics Market in the Pharmacy/Parapharmacy
  - 3.1.4. SWOT Analysis
- 3.2. Dermocosmetic Active Ingredients
  - 3.2.1. Definition
  - 3.2.2. Main Active Principles
  - 3.2.3. Uses of Active Ingredients
  - 3.2.4. Benefits of Active Ingredients
- 3.3. Main Formulations for Dermocosmetic Products
  - 3.3.1. Definition
  - 3.3.2. Main Formulas
  - 3.3.3. Uses of the Formulas
  - 3.3.4. Benefits of the Formulas

- 3.4. Photoprotection in Parapharmacy
  - 3.4.1. Definition
  - 3.4.2. Main Photoprotectors
  - 3.4.3. Uses of Photoprotectors
  - 3.4.4. Benefits of Photoprotectors
- 3.5. Main Dermocosmetic Products
  - 3.5.1. Dermatological: for the Treatment of Sensitive or Problematic Skin
  - 3.5.2. Cosmetic or Selective: for More Complete Routines and Absence of Skin Pathologies
  - 3.5.3. Premium: More Advanced and Innovative High-end Cosmetic Products and Creams
  - 3.5.4. Natural or Organic: Composed by Ingredients of Vegetable Origin
- 3.6. Dermocosmetics as Prevention
  - 3.6.1. Origin
  - 3.6.2. Definition
  - 3.6.3. Objectives
  - 3.6.4. Conclusions
- 3.7. Dermocosmetics Importance in Parapharmacy
  - 3.7.1. Dermocosmetics With More and More Space in Parapharmacy
  - 3.7.2. Dermocosmetics Market Trends in Parapharmacy
  - 3.7.3. Dermoesthetic Placement in Parapharmacies
  - 3.7.4. Conclusions
- 3.8. Skin Types
  - 3.8.1. How to Identify Skin Types?
  - 3.8.2. The Four Skin Types
  - 3.8.3. Type Evaluation
  - 3.8.4. Skin Condition
- 3.9. Hair Dermocosmetics
  - 3.9.1. Definition
  - 3.9.2. Definition of objectives
  - 3.9.3. Hair Problems
  - 3.9.4. Treatment of Problems with Hair Dermocosmetics



- 3.10. Latest Technology in Dermocosmetics
  - 3.10.1. Facial Dermal Analysis
  - 3.10.2. Hair Analysis
  - 3.10.3. 3D Analysis
  - 3.10.4. Technological Future of the Industry

## Module 4. Dietetic-food supplements

- 4.1. Food Supplements in the 21st Century
  - 4.1.1. Definition
  - 4.1.2. Structure
  - 4.1.3. What Are They For?
  - 4.1.4. Main Products
  - 4.1.5. Main Differences:
- 4.2. Differences Between Food Supplement, Nutricosmetic and Dietary Supplement
  - 4.2.1. Food Supplement
  - 4.2.2. Nutricosmetics
  - 4.2.3. Dietary Supplements
  - 4.2.4. Main Differences:
- 4.3. Main Ingredients in Food Supplements
  - 4.3.1. Minerals
  - 4.3.2. Fibre
  - 4.3.3. Vitamins
  - 4.3.4. Amino Acids
  - 4.3.5. Polyunsaturated Fatty Acids(AGPI)
  - 4.3.6. Probiotics and Plants
- 4.4. Nutricosmetics
  - 4.4.1. What is Nutricosmetics?
  - 4.4.2. Cosmetic or Nutricosmetic
  - 4.4.3. Nutricosmetics Uses: Skin
  - 4.4.4. Nutricosmetics Uses: Hair
- 4.5. Dosage Forms and Food Supplements
  - 4.5.1. What are Dosage Forms?
  - 4.5.2. Different Types of Dosage Forms
  - 4.5.3. Traditional Dosage Forms
  - 4.5.4. Modern Dosage Forms
- 4.6. Dietetics and Nutrition
  - 4.6.1. Differences and Similarities Between Both
  - 4.6.2. Nutrition and Dietetics Branches
  - 4.6.3. Diet
  - 4.6.4. Types of Diets
- 4.7. Medicinal Plants
  - 4.7.1. Brief Introduction to Phytotherapy
  - 4.7.2. What are Medicinal Plants?
  - 4.7.3. What Are Medicinal Plants Used For?
  - 4.7.4. What are the Main Medicinal Plants and their Main Pharmacological Action?
- 4.8. Vitamins and minerals
  - 4.8.1. What Kind of Vitamins are Sold in a Parapharmacy?
  - 4.8.2. Different Types of Vitamins and Minerals: Vitamin Complexes
  - 4.8.3. Bestsellers
  - 4.8.4. The Vitamin Market
- 4.9. Food Supplements Market
  - 4.9.1. Food Supplements: "an Upward Trend
  - 4.9.2. Self-Consumption
  - 4.9.3. Which Are the Bestsellers
  - 4.9.4. Types
- 4.10. Applied Technology for Dietetics
  - 4.10.1. Latest Technological Advances
  - 4.10.2. Technological Innovation
  - 4.10.3. Main Technological Advances
  - 4.10.4. Main Applications

## Module 5. Parapharmacy Categories

- 5.1. History
  - 5.1.1. Definition
  - 5.1.2. Structure
  - 5.1.3. What Is It For?
  - 5.1.4. Main Products
- 5.2. Hair Care
  - 5.2.1. Definition
  - 5.2.2. Structure
  - 5.2.3. What is it for?
  - 5.2.4. Main Products
- 5.3. Man
  - 5.3.1. Definition
  - 5.3.2. Structure
  - 5.3.3. What Is It For?
  - 5.3.4. Main Products
- 5.4. Children (Feeding and Hygiene)
  - 5.4.1. Definition
  - 5.4.2. Structure
  - 5.4.3. What Is It For?
  - 5.4.4. Main Products
- 5.5. Hygiene
  - 5.5.1. Definition
  - 5.5.2. Structure
  - 5.5.3. What Is It For?
  - 5.5.4. Main Products
- 5.6. Oral Care
  - 5.6.1. Definition
  - 5.6.2. Structure
  - 5.6.3. What Is It For?
  - 5.6.4. Main Products

- 5.7. Personal Care
  - 5.7.1. Definition
  - 5.7.2. Structure
  - 5.7.3. What Is It For?
  - 5.7.4. Main Products
- 5.8. First Aid Kit
  - 5.8.1. Definition
  - 5.8.2. Structure
  - 5.8.3. What Is It For?
  - 5.8.4. Main Products
- 5.9. Orthopedics
  - 5.9.1. Definition
  - 5.9.2. Structure
  - 5.9.3. What Is It For?
  - 5.9.4. Main Products
- 5.10. Optics
  - 5.10.1. Definition
  - 5.10.2. Structure
  - 5.10.3. What Is It For?
  - 5.10.4. Main Products

## Module 6. Parapharmacy Profitability

- 6.1. Accounting and Finance of a Parapharmacy
  - 6.1.1. Basic Accounting Aspects
  - 6.1.2. Assets in Parapharmacy Accounting
  - 6.1.3. Liabilities in Parapharmacy Accounting
  - 6.1.4. Types of IVA. Taxes
- 6.2. Purchase Management
  - 6.2.1. Suppliers
  - 6.2.2. Stock Management
  - 6.2.3. ABC Products
  - 6.2.4. Parapharmacy Purchasing Types

- 6.3. Sales Management
  - 6.3.1. Pharmacy Activity Sales
  - 6.3.2. POS as a Sales Tool for Parapharmacies
  - 6.3.3. Costs and Expenses
  - 6.3.4. Net Income
- 6.4. Parapharmacy Margin PVL, PVF and PVP
  - 6.4.1. What is PVL?
  - 6.4.2. PVP Calculation
  - 6.4.3. Net Margin, and Differences Between PVL, PVF and PVP
  - 6.4.4. How to Improve Margin
  - 6.4.5. Pharmacy Amortization
- 6.5. Sales Plan for a Parapharmacy
  - 6.5.1. How to Develop a Sales Plan
  - 6.5.2. Customer Loyalty
  - 6.5.3. Sales Incentive Planning
  - 6.5.4. Staff Incentives for Sales
- 6.6. Tools to Study the Sales of a Parapharmacy
  - 6.6.1. Customer Shopping Experience
  - 6.6.2. Upselling
  - 6.6.3. Cross Selling
  - 6.6.4. Packs
  - 6.6.5. Bidding Techniques for a Parapharmacy
- 6.7. Main Software: Farmatic, Unycop and Bitfarma
  - 6.7.1. Which One to Choose? SL, CB, SA or Self-Employed
  - 6.7.2. Equivalence Surcharge
- 6.8. Payment Types
  - 6.8.1. Payments to Suppliers
  - 6.8.2. Deferral of Payments
- 6.9. Financial Plan
  - 6.9.1. Investment Plan
  - 6.9.2. Balance
  - 6.9.3. Cash Budget
  - 6.9.4. Interim Profit and Loss Statement
  - 6.9.5. Treasury Plan

- 6.10. The Profit Margin of a Parapharmacy
  - 6.10.1. Negotiation with Suppliers
  - 6.10.2. Cost Savings on Purchases
  - 6.10.3. Supplier Discounts for Prompt Payment
  - 6.10.4. Increasing the Opening Hours of the Parapharmacy

## Module 7. Parapharmaceutical Distribution

- 7.1. Innovative Technology for Parapharmaceutical Distribution
- 7.2. Logistics
  - 7.2.1. Order Preparation
  - 7.2.2. Order Delivery
  - 7.2.3. Delivery Notes and Invoices
  - 7.2.4. Good Practices
- 7.3. Parapharmacy Products Distribution Chain
  - 7.3.1. Distribution Players: Who are they?
  - 7.3.2. What Is a Wholesaler?
  - 7.3.3. What Is a Distributor?
  - 7.3.4. What is a Purchasing Group?
  - 7.3.5. Parapharmacy as a Final Point of Sale to the Customer
- 7.4. ICT Management of the Parapharmacy Warehouse
  - 7.4.1. What is the Parapharmacy Warehouse?
  - 7.4.2. Ordering and Procurement Management
  - 7.4.3. Receipt of Incoming Goods
  - 7.4.4. Storage and Placement of Products
- 7.5. Parapharmaceutical Market
  - 7.5.1. Market Presentation and Definition in Figures
  - 7.5.2. The Domestic Market
  - 7.5.3. Demand Analysis: Use of Beauty and Personal Care products  
Consumer Purchasing Behavior
  - 7.5.4. Market structure

- 7.6. Stock Management
  - 7.6.1. Optimal Stock Management in Parapharmacy
  - 7.6.2. Optimal Inventory of the Parapharmacy is Based on the Analysis of 10 Variables
  - 7.6.3. Turnover Ratio and Optimal Stock Management Levels in the Parapharmacy
  - 7.6.4. Conclusions
- 7.7. Parapharmacy Order Types
  - 7.7.1. Order Management in the Parapharmacy
  - 7.7.2. What Types of Orders Are There in a Parapharmacy?
  - 7.7.3. How Are Orders Placed?
  - 7.7.4. Other Options
- 7.8. Quality of Parapharmacy Products
  - 7.8.1. Product Labeling
  - 7.8.2. National Code of Parapharmacy Products as a Quality Guarantee
  - 7.8.3. Quality Image of Parapharmacy Products
  - 7.8.4. Parapharmacy as a Sales Channel Ensures Product Quality
- 7.9. End Customer
  - 7.9.1. Active Sales
  - 7.9.2. Recommendations for Moving from Active Selling to Selling Advice
  - 7.9.3. Customer Knowledge
  - 7.9.4. End Customer
- 7.10. Keys to Parapharmacy Management
  - 7.10.1. Tips to Optimize Parapharmacy Management
  - 7.10.2. Parapharmacy Management Areas
  - 7.10.3. Practical Advice
  - 7.10.4. Conclusions

## Module 8. Attention to Parapharmacy

- 8.1. Parapharmaceutical Advice
  - 8.1.1. What is Parapharmaceutical Advice and What Should it Look Like?
  - 8.1.2. The Importance of Parapharmaceutical Advice for the Customer
  - 8.1.3. Parapharmacy Consultation
  - 8.1.4. Conclusions
- 8.2. The Pharmacist/Parapharmacist as a Health Consultant
  - 8.2.1. Its Importance as a Health Expert
  - 8.2.2. Customization for the Customer
  - 8.2.3. Customer Follow-Up
  - 8.2.4. After Sales Service
- 8.3. Customer Psychology
  - 8.3.1. Health Space for the Client
  - 8.3.2. Dietetic and Beauty Consultations
  - 8.3.3. Customer Knowledge
  - 8.3.4. Customer Strategies
- 8.4. Customer Loyalty
  - 8.4.1. The Pharmacist's Advice as a Tool to Build Customer Loyalty
  - 8.4.2. Customer Loyalty Tools
  - 8.4.3. Ongoing Customer Support
  - 8.4.4. The Customer at the Center of the Business
- 8.5. Health Corner in Parapharmacy
  - 8.5.1. Optimize Sales
  - 8.5.2. Increasing Sales in Parapharmacy
  - 8.5.3. Personalized Customer Service According to your Health Needs
  - 8.5.4. Conclusions
- 8.6. Types of Clients
  - 8.6.1. The Importance of an Aligned Team with the Parapharmacy's Strategy
  - 8.6.2. Customer Classification
  - 8.6.3. Customer Treatment According to Its Classification
  - 8.6.4. The Parapharmacy Team as a Health Advisor to the Customer

- 8.7. Smart Lockers
  - 8.7.1. Getting Started with Smart Locker
  - 8.7.2. Getting the Most Out of My Smart Locker
  - 8.7.3. Smart Locker Usage Requirements
  - 8.7.4. Parapharmacy as a Technological Paradigm
- 8.8. Personalized Care
  - 8.8.1. Identify the Customer
  - 8.8.2. Take Care of Your Customer
  - 8.8.3. Communication With the Customer Is the Priority Tool for Closing the Sale
  - 8.8.4. Conclusions
- 8.9. New Technologies in Parapharmacy
- 8.10. Customer Training
  - 8.10.1. Training Workshops
  - 8.10.2. Product Talks
  - 8.10.3. Marketing Aimed at Customer Training
  - 8.10.4. Conclusions

## Module 9. Parapharmacy Marketing Plan

- 9.1. Marketing Concepts
  - 9.1.1. Introduction to General Marketing
  - 9.1.2. Product Strategy
  - 9.1.3. Pricing Strategy
  - 9.1.4. Segmentation and Positioning
- 9.2. Objective of a Parapharmacy Marketing Plan
  - 9.2.1. Promote the Implementation of Commercial Activities in the Parapharmacy Sales Area
  - 9.2.2. Increase the Sale of Parapharmacy Products
  - 9.2.3. Parapharmacy Product Stock Rotation
  - 9.2.4. Enhance the Brand of Our Parapharmacy and Counteract the Competition
- 9.3. Parapharmacy Marketing Campaigns Types
  - 9.3.1. Promotional Campaign
  - 9.3.2. Testimonial Campaign
  - 9.3.3. Marketing Campaign in RRSS
  - 9.3.4. Product Launch Campaign

- 9.4. Marketing Plan Steps
  - 9.4.1. Conduct an External and Internal Analysis
  - 9.4.2. SWOT Analysis
  - 9.4.3. Establishing the Communication Strategy and Action Plan
  - 9.4.4. Planning the Marketing Plan: the Campaign
  - 9.4.5. Team Communication
  - 9.4.6. Campaign Evaluation
- 9.5. What is Viral Marketing in Parapharmacy?
  - 9.5.1. Viral Marketing Definition
  - 9.5.2. Word of Mouth
  - 9.5.3. Viral Marketing Outreach
  - 9.5.4. Viral Marketing Examples
- 9.6. Parapharmacy Identity
  - 9.6.1. Identity Trend
  - 9.6.2. Identity Marketing
  - 9.6.3. Identity Techniques
  - 9.6.4. Conclusions
- 9.7. Cross Selling Techniques
  - 9.7.1. Definition
  - 9.7.2. Main Techniques
  - 9.7.3. Profit
  - 9.7.4. Best Practices
- 9.8. Parapharmacy Merchandising
  - 9.8.1. Merchandising Types
  - 9.8.2. Different Merchandising Interests
  - 9.8.3. Brand Image Provider
  - 9.8.4. The Consumer: Choice of Assortment and Appeal
- 9.9. Consumer Shopping Experience
  - 9.9.1. Type of Customer
  - 9.9.2. Personalization
  - 9.9.3. Communication With the Client
  - 9.9.4. New Technologies for Customer Communication

- 9.10. Parapharmacy Sales Analysis
  - 9.10.1. Best Selling Products
  - 9.10.2. Stock Turnover and Periodicity
  - 9.10.3. ROI
  - 9.10.4. Lesser Sold Products Stock Elimination

## Module 10. Online Parapharmacy

- 10.1. Different Forms of Online Parapharmacy
  - 10.1.1. Definition of an Online Parapharmacy
  - 10.1.2. Online Parapharmacy as E-commerce: a New Way to Shop Online
  - 10.1.3. Online Parapharmacy as a Great Business Opportunity
  - 10.1.4. Online Entrepreneurship
- 10.2. Advantages of an Online Parapharmacy
  - 10.2.1. Longer Range
  - 10.2.2. Open 24 24/ 7
  - 10.2.3. Lower Cost and Higher Profit
  - 10.2.4. Digital Marketing Strategy
- 10.3. Disadvantages of an Online Parapharmacy
  - 10.3.1. Internet Distrust
  - 10.3.2. Product Must Not Be Touched
  - 10.3.3. Internet Access by Seniors
  - 10.3.4. Sector Competition
- 10.4. 3D Web
  - 10.4.1. Definition
  - 10.4.2. Market
  - 10.4.3. Techniques
  - 10.4.4. Conclusions
- 10.5. E-commerce: The New Normal
  - 10.5.1. COVID-19 Effect: Increase in Online Sales
  - 10.5.2. Online Shopping Tool
  - 10.5.3. Store Pickup
  - 10.5.4. Attracts Traffic to the Physical Parapharmacy





- 10.6. Digital Purchasing
  - 10.6.1. Price and Offer
  - 10.6.2. Customer Confidence
  - 10.6.3. After Sales Service
  - 10.6.4. Customer Shopping Experience
- 10.7. How to Create Your Online Parapharmacy Advice
  - 10.7.1. Establish Objectives A Good Name for your E-commerce - Online Parapharmacy
  - 10.7.2. SSL Certified
  - 10.7.3. Build Your Website with Professionals
  - 10.7.4. Responsive Web
  - 10.7.5. Sales Funnel
  - 10.7.6. Create a Good Homepage
  - 10.7.7. Product Description
  - 10.7.8. After Sales
- 10.8. Online Parapharmacy Positioning (SEO)
  - 10.8.1. Local SEO for Local Referencing
  - 10.8.2. SEO to Position the Categories, Brands or Products of Your Online Parapharmacy
  - 10.8.3. Publish Content that Ranks on Google: Blogging and Content Marketing
  - 10.8.4. Make a Good Backlinks Plan
- 10.9. Social Networks in Online Parapharmacy
  - 10.9.1. Main RRSS: Facebook, Instagram, YouTube and LinkedIn
  - 10.9.2. What to Do to Sell Through Social Networks?
  - 10.9.3. Analyze your Competition
  - 10.9.4. What Can We Do to Gain Followers?
- 10.10. SEM in Online Parapharmacy
  - 10.10.1. How to Run an SEM Campaign?
  - 10.10.2. Google Ads: What is it?
  - 10.10.3. Facebook Ads: What is it?
  - 10.10.4. Choosing a SEO and SEM Digital Marketing Agency

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

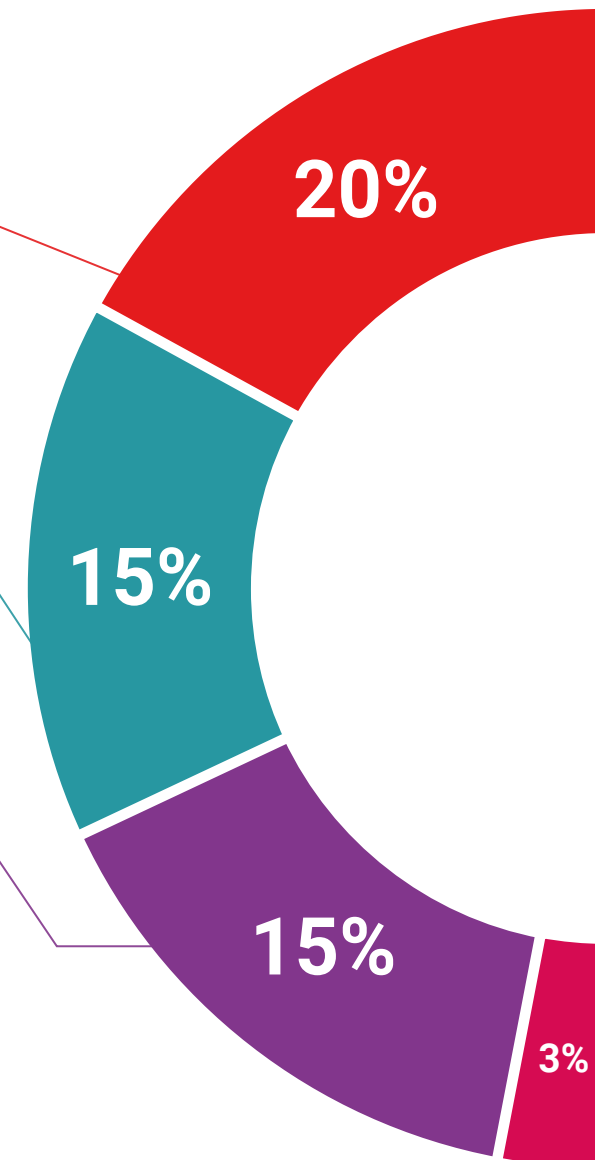
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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.



07

# Certificate

The Professional Master's Degree in 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 **Professional Master's Degree in Parapharmacy** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in Parapharmacy**

Official N° of Hours: **1,500 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.

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

**tech** technological  
university

**Professional Master's  
Degree**  
Parapharmacy

- › Modality: online
- › Duration: 12 months
- › Certificate: TECH Technological University
- › Schedule: at your own pace
- › Exams: online

# Professional Master's Degree

## Parapharmacy

