

Postgraduate Certificate

Communication in the Pharmacy Office





Postgraduate Certificate Communication in the Pharmacy Office

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals in the pharmaceutical or related fields or who wish to intervene in the direction and management of a Pharmacy Office.

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/communication-pharmacy-office

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01

Welcome

Successfully managing the internal and external communication of the Pharmacy Office is essential to achieve business success, since all the components of the organization must be properly controlled. The pharmaceutical or business professional who wants to give a quality boost to their business must have a clear command of this communication facet, so TECH has prepared this program, advised by the best professionals in pharmaceutical communication. With all the knowledge acquired, the graduate will be able to take a step forward, assume the communicative management of the Pharmacy Office and achieve the business dream they are pursuing.



Postgraduate Certificate in Communication in the Pharmacy Office
TECH Technological University

“

Learn how to develop the essential internal and external communication flows of a successful business project in the pharmacy area, with the differential characteristics of this sector”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

The aim of this Postgraduate Certificate is for the student to achieve the professional improvement they are looking for, with practical and expert knowledge in Communication in the Pharmacy Office. Upon completion of the degree, the student will see their most ambitious salary and professional projections fulfilled.



“

Our goal is to propel you to the highest competence through real and constant support and the flexibility of self-managed learning”

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Postgraduate Certificate in Communication in the Pharmacy Offices** will enable students to:

01

Learning about internal communication and conflict management

02

See the forms of communication with the client

03

Learn the importance of the image of the Pharmacy Office





04

Study the technical means of communication

05

Incorporate strategies for acting on social media

06

Learn about digital marketing to attract and retain customers

05

Structure and Content

The structure of this Postgraduate Certificate follows the latest innovations in teaching methodology, so that the student can get the most out of all the material taught. Thanks to the practical knowledge acquired, the student will begin to improve Communication in the Pharmacy Office even before finishing the program.



“

TECH strives to make you the best professional you can be at the end of this program, helping you achieve your most ambitious goals”

Syllabus

The contents of this Postgraduate Certificate program are led by experts in the areas of leadership, management and pharmacy communication, who pour into this training their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, all the aspects of Communication in the Pharmacy Office will be analyzed, learning the key concepts in this field such as leadership, conflict management, image and strategies in social networks.

A journey that will lead students, during the 150 hours of the program, to the analysis of the keys to the success of pharmacy business projects. Thanks to the practical content offered by the teachers, the student learns in a contextual way everything related to Communication in the Pharmacy Office.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

Module 1.

Communication in the Pharmacy Office



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Communication. the Pharmacy Office completely online. During the 6 weeks that the specialization program lasts, the student will be able to access all the contents of this program at any time, which will allow them to manage their own study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Communication in the Pharmacy Office

1.1. Concept and Value of Internal Communication	1.2. Communication With Employees	1.3. Conflict Management.	1.4. Leadership and Team Management
1.5. Communication With the Client	1.6. The Image of the Pharmacy Office	1.7. Technical Communication Supports	1.8. Strategies for Acting on Social Media
1.9. Digital Marketing to Attract and Retain Customers			



06

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”

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“ *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic 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.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

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.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



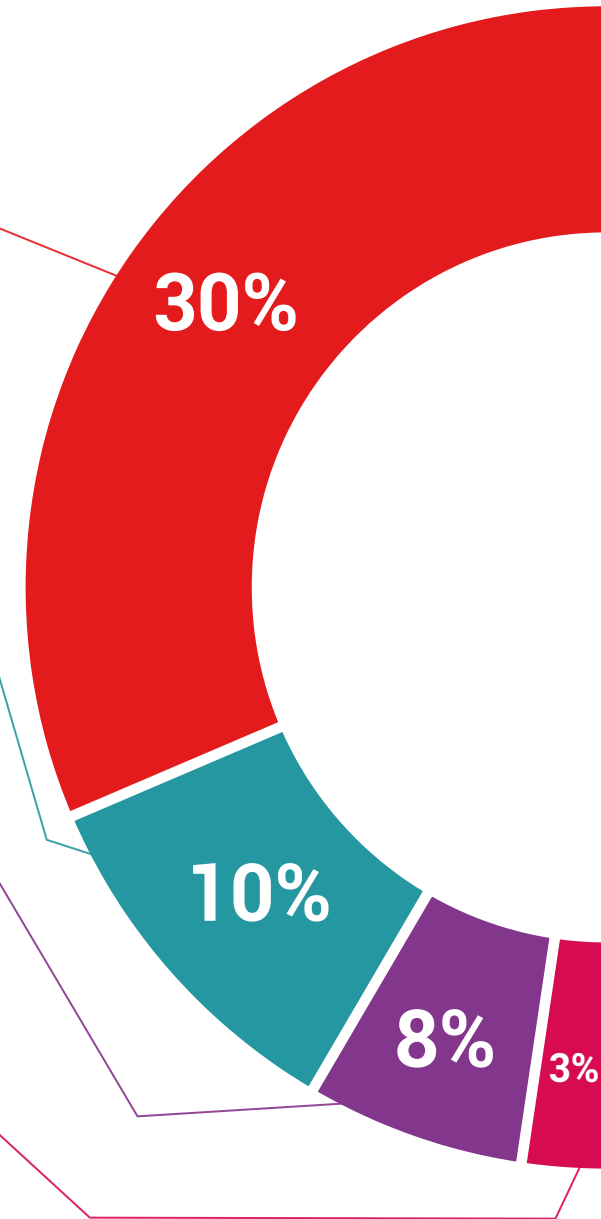
Management Skills Exercises

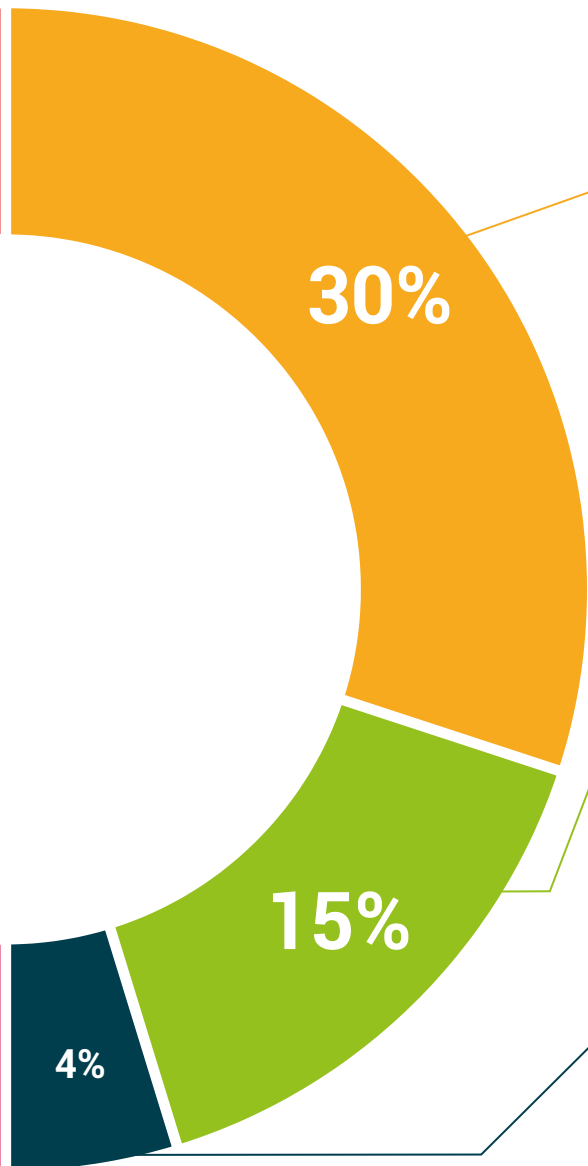
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



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 exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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.



07

Our Students' Profiles

The Postgraduate Certificate in Communication in the Pharmacy Office is a program aimed at professionals seeking an increase in their qualification in this area and an improvement in their possibilities in the work field. Thanks to this Postgraduate Certificate, the student will also find a useful Networking network in which to strengthen ties with potential suppliers, partners or potential customers in the pharmaceutical field.





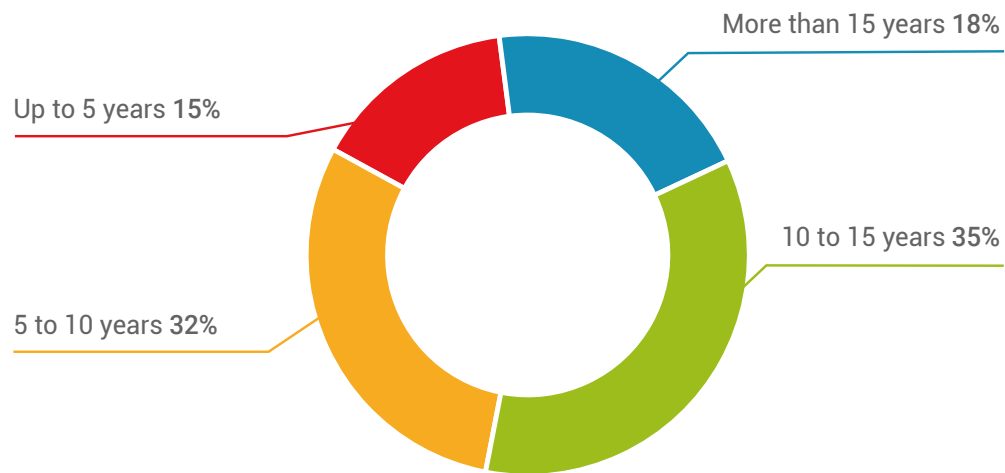
“

You will make the best decisions at the head of your pharmacy with a much more effective communication flow”

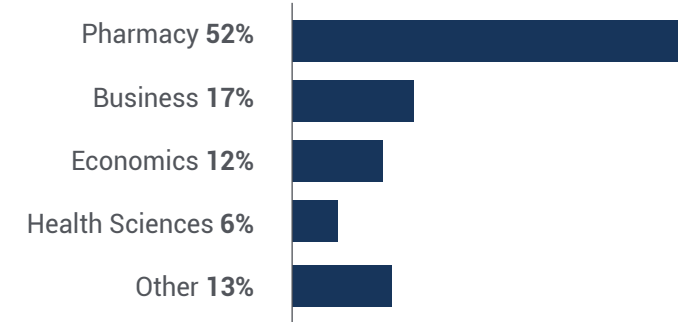
Average Age

Between **35** and **45** years old

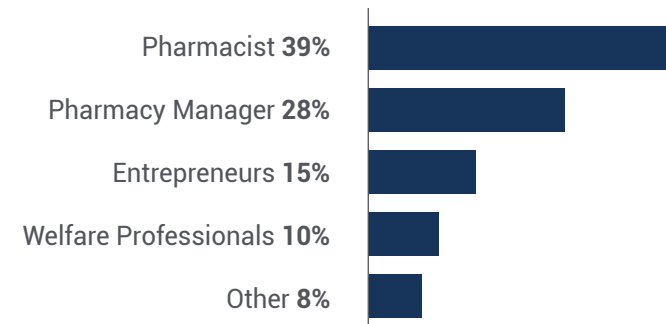
Years of Experience



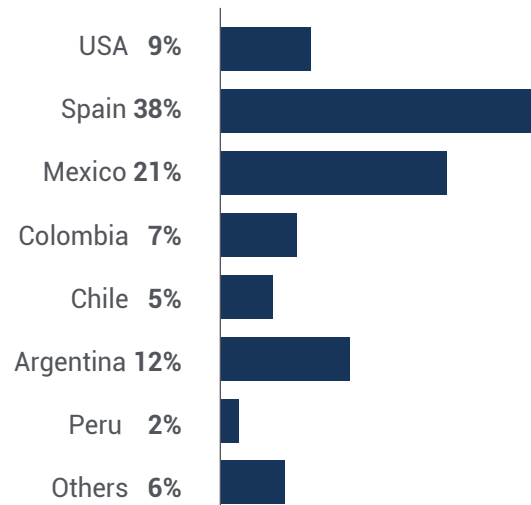
Education



Academic Profile



Geographical Distribution



Sara Jiménez

Pharmacist

"An interesting Postgraduate Certificate and very helpful to organize, with the new tools it has provided me, the communication with employees and with the public of my pharmacy"

08

Course Management

The Postgraduate Certificate includes in its teaching staff reference experts in Communication in the Pharmacy Office, who pour into this program the experience of their years of work. Additionally, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Professional Master's Degree in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an academic level for the student.





“

Our teaching team will give you the keys to develop successfully in this field”

International Guest Director

Internationally recognized for developing innovative solutions during the COVID-19 pandemic, Katherine DeSanctis, Ph.D., is a leading **Pharmacist** specializing in **Operational Management**. Her approach excels in applying **leadership strategies** to train clinical specialists and optimize Pharmacy services in hospital settings.

In this way, she has an extensive career, which has allowed her to be part of renowned health institutions such as the **Mass General Brigham** in the United States. Among her main achievements, she has led the **digital transformation** in institutions to provide quality care to patients in their homes. This has made it possible to improve processes to enhance both efficiency and safety in the distribution of medicines.

In this regard, her work has been recognized on multiple occasions. For example, her management skills in times of crisis earned her an international award in the healthcare industry. Likewise, specialized publications such as *Becker's Hospital Review* have published articles on his work, highlighting her avant-garde mentality.

Among her most notable contributions, she created a **dashboard** during the **SARS-CoV-2** outbreak to foster employee engagement and improve organizational culture. This system improved **employee retention** and increased their motivation to deal with this difficult period.

At the same time, she has combined this facet with her work as a **Clinical Researcher**. Her areas of interest include **pharmaceutical technology**, **drug safety** and **management**. In this respect, she actively collaborates with the Vizient Pharmacy Council. In this way, she shares her solid knowledge on platforms such as YouTube to increase professionals' understanding of areas such as drug preparation, central distribution or perioperative Pharmacies.



Dr. DeSanctis, Katherine

- ♦ Director of Pharmacy Operations at Mass General Brigham, Massachusetts, United States
- ♦ Director of Massachusetts General Hospital
- ♦ Resident in Pharmacy Management in Health Systems at UW Health
- ♦ Doctorate in Pharmacy from University of Illinois at Chicago
- ♦ Master of Science degree from University of Wisconsin-Madison
- ♦ Bachelor of Science degree from Villanova University
- ♦ Member of: American Society of Health-System Pharmacists, Massachusetts Society of Health-System Pharmacists, Vizient Board of Pharmacy

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Ms. Auni3n Lavarías, María Eugenia

- ♦ Pharmacist and Clinical Nutrition Expert
- ♦ Author of the reference book in the field of Clinical Nutrition "Dietary Management of Overweight in the Pharmacy Office". (Panamericana Medical Publishing House)
- ♦ Pharmacist with extensive experience in the public and private sector
- ♦ Pharmacist in Valencia Pharmacy
- ♦ Pharmacy Assistant in the British pharmacy and health and beauty retail chain Boots, UK
- ♦ Degree in Pharmacy and Food Science and Technology. University of Valencia
- ♦ Direction of the Postgraduate Certificate "Dermocosmetics in the Pharmacy Office"



January February March April May June July August September October November December

09

Impact on Your Career

TECH seeks the greatest impact on its students' careers by providing high quality education delivered by the best communication in pharmacy professionals in the industry. As a result, the student is guaranteed a more prosperous future.



“

It will take you very little time to reach the professional goal you have set for yourself to run your own pharmacy more effectively”

**Are you ready to take the leap?
Excellent professional development awaits.**

The Communication in the Pharmacy Office brings out the best in its students, proposing them authentic challenges and challenges in which they must use all their knowledge and ingenuity to solve.

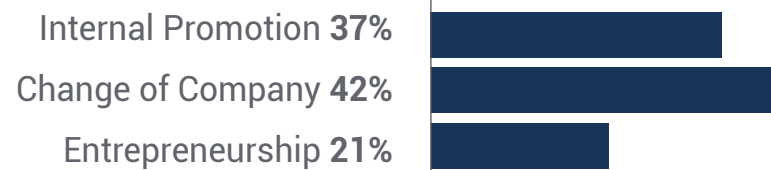
You will achieve the business improvement you are looking for much sooner than you think thanks to TECH's advanced methodology.

This Postgraduate Certificate in Communication in the Pharmacy Office will be your perfect springboard to the top of the business ladder.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



10

Benefits for Your Company

The Postgraduate Certificate in Communication in the Pharmacy Office is an excellent opportunity for all companies that want to incorporate an expert in communication management who, in addition, brings a special focus of sensitivity in the pharmaceutical field. Thanks to this, this professional will be able to lead his or her pharmacy to better economic results and a much more effective management.





“

*Enroll today in TECH and start
changing your working future”*

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11 Certificate

The Postgraduate Certificate in Communication in the Pharmacy Office guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Communication in the Pharmacy Office** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Communication in the Pharmacy Office**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



Postgraduate Certificate Communication in the Pharmacy Office

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Communication in the Pharmacy Office