

Verpacken Von Waren Zur Verkaufsförderung (unterweisung Pharmazeutisch-kaufmännische(r) Angestellte(r)) - Ingeborg Anschutz

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Formulierung der Lernziele
Richtlernziel Marketing in der Apotheke/Verkaufsförderung
Großlernziel Die Auszubildenden sollen durch die Unterweisung bei Werbemaßnahmen im ausbildenden Apothekenbetrieb unter Berücksichtigung des rechtlichen Rahmens selbstständig mitwirken können.
Feinlernziel Die Auszubildenden lernen selbstständig das Verpacken von apothekenüblichen Waren als Geschenk.
Kognitiver Bereich Kenntnisse über das Verpacken von Geschenken verschiedener Art und Größe.
Affektiver Bereich Selbstständiges Auswählen von den notwendigen Materialien (saisonbedingt).
Psychomotorischer Bereich Fertigkeit die Geschenke in angemessener Zeit, sowie sauber und genau zu verpacken.
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