

Module Descriptor Template

Module Title:	AMTRA Marketing Authorisation Holders' Representative
Subject Group:	Animals
Module Author:	CA Ellis
Module Number:	PAM54
Credit Value:	30
Level:	Masters
Pre-requisites:	AI043: AMTRA Marketing Authorisation Holders' Representative
Co-requisites:	NONE
Excluded Combinations:	Modules contributing to AMTRA SQP Awards
Module Approval Date:	
Start and Expiry Date of Module:	– December 2010
Courses for Which Module Validated:	<ul style="list-style-type: none"> • AMTRA Professional Short Course

Rationale and Context:

Animal medicines are vital for the care of domesticated animals, whether on the farm, companion or recreational. These medicinal products are potent materials which need to be treated with respect to ensure that they are used to best effect and without causing harm to the animal, user, consumer or environment. The manufacture, distribution and importation of medicinal products require an understanding and application of complex laws and regulations derived from the European Community Council Directives.

The role of the Marketing Authorisation Holders' Representative is important in transmitting knowledge to a range of animal health industry personnel. The application of legislation coupled with an understanding of animal husbandry and underpinning animal health science are essential in the role is to be undertaken effectively.

This module addresses the college mission of promoting widening participation and the recognition of work related learning through the award of academic credit. It is designed to provide the underpinning knowledge and understanding required by those involved in the role of a Marketing Authorisation Holders' Representative within the animal medicine industries. Following successful completion of this module the candidate will be able to apply knowledge from areas as diverse as legislation, animal physiology and nutrition, pharmacokinetics, infectious diseases as well as companion animal and farm animal systems to the animal medicines industry.

The outcomes outlined below map onto the AMTRA Marketing Authorisation Holders' Representative Training Manual. Candidates successful in the related *AMTRA Marketing*

Authorisation Holders' Representative Foundation Certificate qualification will be able to satisfy the module outcomes.

Intended Learning Outcomes:

1. Identify relevant aspects of the legal framework and evaluate their role in animal medicine manufacture, distribution and importation in relation to business operation
2. Apply the husbandry techniques employed in livestock, companion animal and equine systems to health and welfare strategies.
3. Evaluate the role of anatomy and physiology of animals in the promotion of animal health
4. Apply an understanding of animal health to the development of strategies for the sale, supply and use of animal medicines and evaluate the proposed outcome.
5. Apply the concepts and principles set out in the Code of Practice against which the animal medicines industry must operate

Indicative Content:

Legal framework: Veterinary Medicine Regulation (2005 and subsequent revisions), Veterinary Surgeons Act 1996, AMTRA/NOAH Code of Practice, Poisons Regulations, Medicated Feedstuffs regulations, Feedstuffs (Zootechnological Products) Regulations Health and Safety at Work regulations.

Animal Husbandry and Nutrition: main systems employed in the UK livestock industry, husbandry and care of companion animals and equids, including environmental and nutritional requirements and implication on animal health and welfare.

Anatomy and Physiology: relate structure to function and important variations between species of each of the following systems: Circulatory, respiratory, urinary, nervous, endocrine, digestive and reproductive systems.

Immune system: inflammatory reaction, mechanisms of immune response, passive and active immunity

Pharmacology: routes of administration; parenteral & enteral, bioavailability

Animal Health: Signs of good health, causes of disease, methods of transmission, disease prevention, parasitology, causes of nutritional disorders, notifiable diseases and the administration of animal medicines. Preventative medicine strategy and health plans, within the context of either farm animals or companion animals.

Learning and Teaching Strategy:

- *Nature of student support*

Candidates registered for the AMTRA Marketing Authorisation Holders' Representative foundation certificate examination are provided with a comprehensive training manual (in both paper and electronic-interactive forms) which composes the basis of the student support for the learning outcomes outlined above. This is augmented by the provision of tuition devised to address all areas of the module. Candidates will normally be employed in the animal health industry as an animal medicine Marketing Authorisation Holders' representative. Alternatively, candidates will have experience of production agriculture and/or be involved in the retail sector of the agriculture supply industry. Where neither of these prior experiences pertain, evidence of other relevant experience will be expected. Whilst these prior experiences are not essential they will be a valuable asset in the pursuance of the module outcomes.

Tuition will be in the form of small group delivery (normally less than 20 candidates in a group) supported by farm classes, tutorials and practical classes. Due to the mix of experiences found within groups the opportunity to meet in informal groups provides valuable learning support in this module. Due to the nature of the industry candidates will elect to specialise either in large or companion animals. This will enable the candidates to make best use of their industrial experience in address in the module outcomes. To enable candidates to develop and demonstrate masters' level skills, a reflective reports set in the context of their employment will be set.

- *Pattern of study including links to other module delivery*

The industrial context in which the candidates find themselves will be a critical element in the successful completion of this study. Prior experience within the industry will form the foundation on which candidates will base their studies. Where this prior experience is not available candidates will be expected to demonstrate suitable prior learning. The Training Manual will be available to candidates for up to two years prior to the examination, candidates will be expected to have spent some considerable time in either self study or company supported study prior to attendance at the college.

This revision course provided by Harper Adams to support the *AMTRA Marketing Authorisation Holders' Representative foundation certificate* examination will normally be delivered in the form of a short course, of five day duration. The assessment is normally scheduled to take place some ten days after the revision course.

- *Variations for different course groups*

It is not required that the candidates undertake formal tuition to achieve the module outcomes. Candidates with greater experience may elect to study at a distance by means of the Training Manual which will cover all elements of the module and include study guidance... Employers may in some cases provide assistance in preparation for the assessment.

Assessment Strategy:

- *Assessment format*

Students that have successfully completed the *AMTRA Marketing Authorisation Holders' Representative foundation certificate* examination may elect to be assessed for 30 credits at masters level as apposed to 30 credits at level I gained by successful completion of the professional short course and its assessment. To do so they will be required to undertake an additional assessment which is set and marked against the college masters' level criterion.

- **Report (100%)** The assessment will take the form of a written report (of up to 4000 words) normally set in the context of the individual's current employment and addressing all the learning outcomes. To gain credits at masters' level, candidates would normally complete the masters' level report within two years of gaining the initial professional qualification.

- *Outcomes assessed*

The report will address all outcomes. Harper Adams University College taught masters' degree grade scheme will be employed for this module.

- *Timing*

There will normally be two *AMTRA Marketing Authorisation Holders' Representative foundation certificate* examinations set each year, the number will be increased where the demand justifies this

Essential Reading:

AMTRA (2008). *AMTRA Marketing Authorisation Holders' Rrepresentative Training Manual*. AMTRA

AMTRA (October 2008). *DEFRA Code of Practice for Suitably Qualified Persons (SQPs) and Guidance for the Registration of Retail Premises AMTRA (and subsequent revisions)*

NOAH (2002). *Code of Practice for the Promotion of Animal Medicines*. 11th Ed. NOAH. Enfield.

VMD (2001). *Veterinary Medicines – Do you need a Marketing Authorisation?* VMD.

VMD (no date). *Code of Practice on Responsible use of Animal Medicines on the Farm*. VMD.

Head of Group Approval:

CA Ellis

(Revised) Date: 18/09/2008