



Management Development Programme on **Integrated Pharmaceutical Marketing Communication**

 February 13 - 15, 2025



Background

The objective of this training is to help the professionals/UG/PG/Research students understand the principles, practice, and elements of pharmaceutical marketing communication and to provide a comprehensive managerial framework for an integrated marketing communications program with essential issues in planning and evaluation of marketing communication strategies and execution.

The three-day Integrated Pharmaceutical Marketing Communication MDP has equipped participants with essential skills and knowledge to navigate the complex pharmaceutical marketing landscape. Participants must apply what they have learned and continuously adapt their strategies to excel in the competitive pharmaceutical market.

The "Integrated Pharmaceutical Marketing Communication" training will give a broader concept of integrated marketing communication and how it will become effective for companies. The elements of integrated marketing communication are explained extensively. Salesforces are a part of personal selling. Personal selling is an element of integrated marketing communication. In today's market-driven economy, interactive marketing is essential. Salesforces are vital to creating interaction between a company and its customers. The programme aims to strengthen participants' understanding of concepts and current practices in Pharmaceutical Marketing. The participants will be familiar with integrating marketing communication strategies for building brands.

Objective

01

To provide a framework for the students to understand the importance of Pharmaceutical Marketing Communication.

02

To provide theoretical and practical exposure for understanding pharmaceutical marketing practices and communication.

03

To develop an understanding of the concept of pharmaceutical marketing.

Content



Management of pharmaceutical marketing communication



Marketing Communication



Reaching Patients and Consumers

Pedagogy

The Programme offers a multifaceted learning experience through lectures, group discussions, case studies and hands on experiential learning. The participants are immersed in a dynamic learning environment designed to foster theoretical understanding, actionable real life insights, and service ready skills.






Who Should Attend

The program is designed for pharmaceutical professionals, including Medical and pharmaceutical officers, managers, coordinators, Administrative Officers, directors, Pharma Managers, Consultants and personnel with substantial managerial responsibilities, interests, and motivation to learn and improve pharmaceutical communication.

Learning Outcome

By the end of the course, the student should be able to:

-  Explain how marketing skills contribute to effectiveness.
-  Explain the prospective contribution of marketing management.
-  Explain the basics of pharmaceutical marketing during a crisis.

Program Coordinator





Dr. Sudhinder Singh Chowhan
Associate Professor
IIHMR University, Jaipur

The programme will be offered by a team of national experts.

Nominations/Registration

Please send your nominations/registrations to the following address:

Programme Officer (Training)
IIHMR University
1, Prabhu Dayal Marg, Sanganer Airport,
Jaipur-302029, Rajasthan, India

 +91-141-3924700
 training@iihmr.edu.in
 +91 9358790012

Duration and Venue

The programme will start on Thursday, February 13, 2025, and will conclude on Saturday, February 15, 2025. The programme will be held at IIHMR University, 1, Prabhu Dayal Marg, Sanganer Airport, Jaipur – 302 029. The University campus provides a learning environment for the participants, who are welcome to use the library and recreational facilities at the campus.




Certificate

A certificate of participation on completion of the programme will be issued by IIHMR University, Jaipur.

Programme fee

The programme fee for Indian participants is Rs. 24,750 plus GST (18% as applicable), and for international participants it is USD 462 plus GST (18% as applicable). The programme fee covers tuition, background reading material, lodging, and boarding.

Discounts on Fee

-  **Early Bird Discount:** Nominations received with payments before four weeks will be entitled to a 10% early bird discount.
-  **Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.
-  **Maximum Discount:** Organizations can avail themselves of both the discounts subject to a maximum discount of 20%.



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