



Outlook

Master Class Ep. 151 || "Brand and Marketing Strategy" || Wednesday, August 05, 2026, 10.00 AM – 01:00 PM IST (Offline)

From IIHMRU President Office <presidentoffice@iihmr.edu.in>**Date** Wed 2026-08-05 10:18**To** Manisha Singh <manisha.pm17@iihmr.in> 1 attachment (1 MB)

MASTER CLASS CREATIVE 151 SOCIAL MEDIA.jpg;

Dear Manisha Singh,

Greetings for the day.

Hope this email finds you in great health.

IIHMR University takes the lead to organize a series of Master Classes specially curated for the students to enlighten and share insights on issues and initiatives of current interest. The University is conducting a session on August 05, 2026– from 10.00 AM – 01:00 PM IST (Offline).

The masterclass will help students to understand **“Brand and Marketing Strategy”**.

Title – “Brand and Marketing Strategy”

Guest Speaker: Dr. Manoj Kumar, Freelancing Consultant, Jaipur, Rajasthan

Moderator: Dr. Sudhinder Singh Chowhan, Professor, School of Pharmaceutical Management, IIHMR University, Jaipur, Rajasthan, India

Student Coordinator – Ms. Manisha Singh, Batch: MBA PM-17

Date: Wednesday, August 05, 2026

Time: 10.00 AM – 01:00 PM IST

Mode: Offline

The Session will be of Approx 105 minutes followed by 165-minute question-answer session (3 Hours duration). The target audience will be MBA PM 2nd Year students along with Faculties and Team Members of Placements & Alumni Relations.

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
"Master Class Episode 151"

"Master Class Episode 151"
TOPIC: <u>"Brand and Marketing Strategy"</u>
DATE: August 5, 2026 (Wednesday), (10:00 AM to 1:00 PM IST)
VENUE: IIHMR University, Jaipur (OFFLINE MODE)
SPEAKER: Dr. Manoj Kumar, Freelancing Consultant, Jaipur, Rajasthan
NUMBER OF PARTICIPANTS: 140 Students
INTRODUCTION: The Master Class 151 session titled <u>"Brand and Marketing Strategy"</u> was held on August 5, 2026, at IIHMR University, Jaipur, in offline mode. The session was conducted under the guidance of Dr. Sudhinder Singh Chowhan, Professor, School of Pharmaceutical Management, IIHMR University , as Faculty Coordinator and the guest speaker was Dr. Manoj Kumar, Freelancing Consultant, Jaipur, Rajasthan .
OBJECTIVE: A master class on Brand and Marketing Strategy was conducted to build students' understanding of how business strategy is formulated and translated into brand and marketing action. The session aimed to familiarise attendees with the fundamental framework of corporate and functional strategy, the process of environmental analysis and strategic choice, and the major strategic options – expansion, stability, retrenchment, and combination – available to organisations, along with how these choices shape brand and marketing decisions.
SALIENT NOVEL POINTS COVERED: 1. Business Policy forms the fundamental framework of a company and defines its Vision, Mission, and Objectives, which together shape the Corporate Strategy and, subsequently, the Functional Strategy. 2. Functional strategy is executed through Marketing Strategy, HR Strategy, and Finance Strategy, each of which must remain aligned with the overall corporate strategy. 3. Marketing strategy operates through the 4Ps – Product, Price, Place, and Promotion – which act as the tactics and action programs used to implement strategy on ground. 4. An effective strategy must be comprehensive (offering total coverage of the business), unified (taking the company in one direction), and integrated (harmonised across all functions). 5. The strategic management process begins with a study of the company's current strategy and current objectives before any new direction is planned. 6. Environmental analysis and diagnosis examine the impact of external forces – political, technical, socio-cultural, and natural environment on business strategy. 7. Strategic advantage analysis, generation of alternative strategies, and choice of strategy together form the core of strategic decision-making prior to implementation.

8. Strategy implementation rests on four pillars: leadership, resource allocation, management policies, and organisation structure.
9. Business definition is built on three dimensions – the products/services currently offered, the market served, and the function performed.
10. Organisations pursue four major strategic options: Expansion, Stability, Retrenchment, and Combination.
11. Expansion strategy involves a change in Product/Market/Function (P/M/F), whereas Stability strategy retains the same P/M/F with the level of business activity unchanged.
12. Retrenchment strategy reduces the level of business activity, while Combination strategy applies more than one of these strategic options simultaneously across different businesses.
13. The pace of change in a business definition – whether driven internally or externally – determines the extent of strategic redefinition required.
14. Diversification strategies were explained through the Concentric versus Conglomerate framework, further classified as Related/Unrelated and Horizontal/Vertical, with firms adopting either an Active or Passive approach to diversification.
15. Dr. Manoj Kumar emphasised that strategy formulation is a continuous and cyclical process, moving from environmental analysis to strategy formulation, implementation, and periodic review.

Q&A and Interactive Session: The session concluded with an engaging and interactive Q&A segment, during which students actively participated by raising questions on the practical application of strategy formulation to brand positioning and marketing decisions in the pharmaceutical industry.

CONCLUSION: The session provided students with a structured understanding of how brand and marketing strategy is built – beginning with a company’s vision, mission, and objectives, moving through environmental analysis and strategic choice, and culminating in implementation through leadership, resources, policies, and organisation structure. By linking core strategic management concepts such as expansion, stability, retrenchment, combination, and diversification to real-world brand and marketing decisions, the session equipped students with a practical framework for analysing how pharmaceutical companies build and sustain competitive strategy. Overall, the master class offered valuable conceptual grounding and industry perspective for students pursuing a career in pharmaceutical marketing and brand management.

Master Class on **Brand and Marketing Strategy**

 **WEDNESDAY**
05 AUGUST 2026

 **10:00 AM –**
01:00 PM IST

 **VENUE**
IIHMR University,
Jaipur



GUEST SPEAKER

Dr. Manoj Kumar
Freelancing Consultant,
Jaipur, Rajasthan



FACULTY COORDINATOR

Dr. Sudhinder Singh Chowhan
Professor,
School of Pharmaceutical Management,
IIHMR University, Jaipur, Rajasthan, India



STUDENT COORDINATOR

Ms. Manisha Singh
MBA PM-17
IIHMR University, Jaipur

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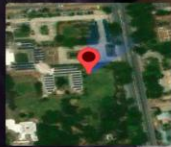


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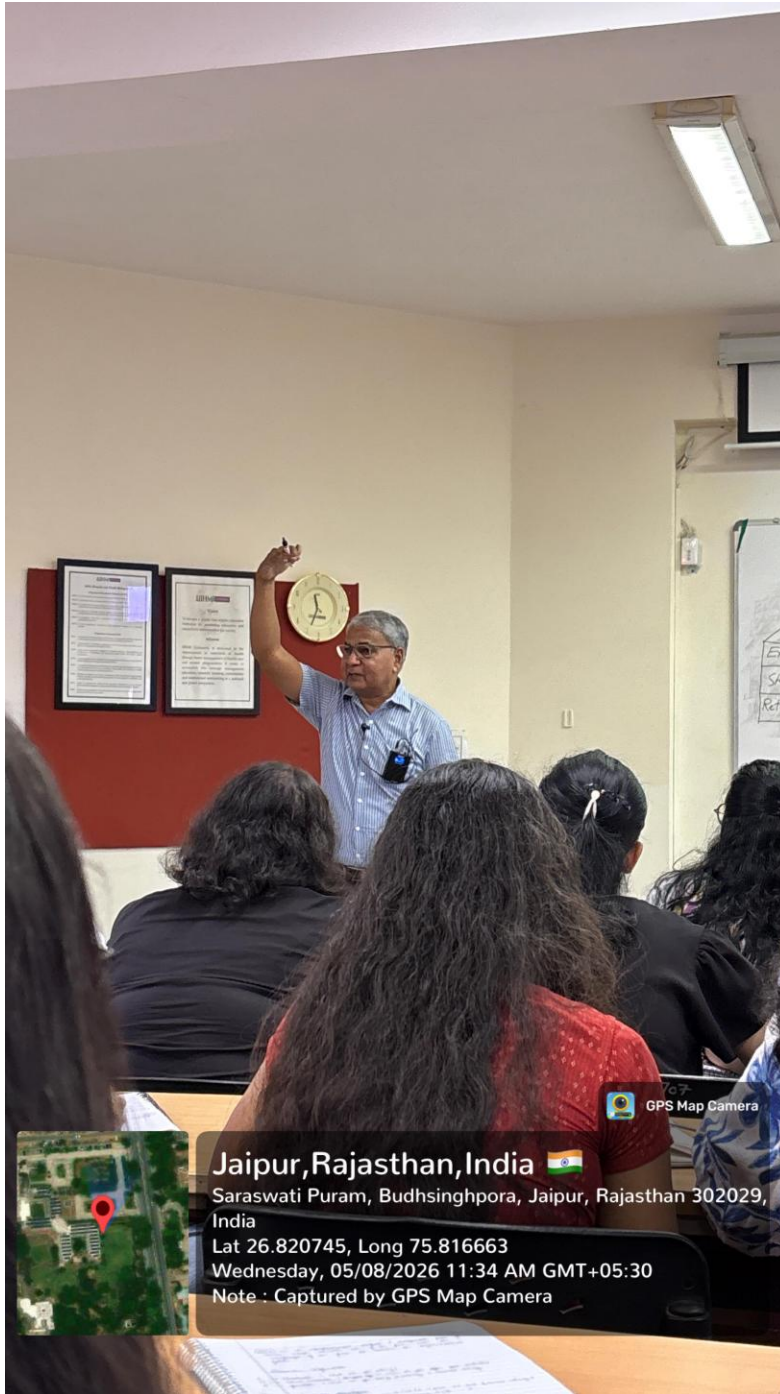


GPS Map Camera



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Wednesday, 05/08/2026 11:40 AM GMT+05:30
Note : Captured by GPS Map Camera





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India
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Wednesday, 05/08/2026 11:34 AM GMT+05:30
Note : Captured by GPS Map Camera

Master Class Episode 151

Date: 05/08/2026 (10:00 AM to 01:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Purwa Borole	PM-17	Purwa
2	Aditya Vyas	PM-17	Aditya
3	Manavare Yashika Anil	PM-17	Manavare
4	Vansh Danner	PM-17	Vansh
5	Kriti Hada	PM-17	Kriti
6	Isha Patil	PM-17	Isha
7	Tanushree Bhagat	PM-17	Tanushree
8	M. Jorjee Gevel	PM-17	M. Jorjee
9	Prashansa	PM-17	Prashansa
10	Anjali Lakhera	PM-17	Anjali
11	Mushkan Gupta	PM-17	Mushkan Gupta
12	Ankush Patware	PM-17	Ankush
13	Pankaj Paragopati	PM-17	Pankaj
14	Animesh Mishra	PM-17	Animesh
15	Yash Rohil	PM-17	Yash Rohil
16	SOURABH BASARAGADN	PM-17	SOURABH
17	Jaydeep Solanki	PM-17	Jaydeep
18	Chaudhari Ved Vijay	PM-17	Ved
19	Shashank Singh	PM-17	Shashank
20	Sevendu kar	PM-17	Sevendu
21	Ardhoo Godekar	PM-17	Ardhoo
22	Anuj Thakare	PM-17	Anuj
23	Praduman Singh Rajawat	PM-17	Praduman
24	Akshay Shinde.	PM-17	Akshay
25	Aishwarya P. Nair	PM-17	Aishwarya

Master Class Episode 151

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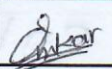
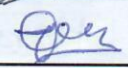
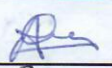
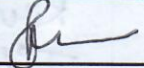
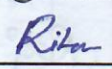
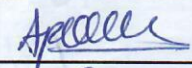
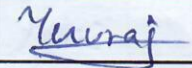
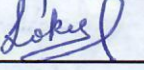
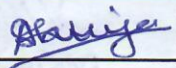
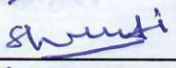
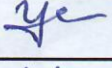
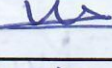
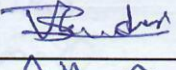
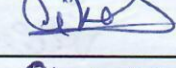
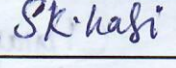
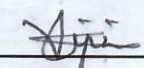
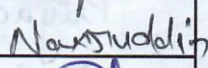
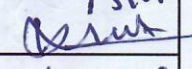
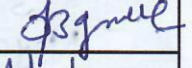
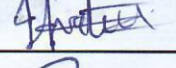
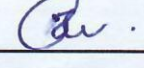
Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
26	Prachi Murki	PM-17	<u>Prachi</u>
27	Ashish Ranjan Mishra	PM-17	<u>Ashish</u>
28	Aechita Nagda	DM-05	<u>Aechita</u>
29	Harsh Dwivedi	PM-17	<u>Harsh</u>
30	Varshith VKS Kotha	PM 17	<u>Varshith</u>
31	Rajendra Rajput	PM 17	<u>Rajendra</u>
32	Rishabh Pathak	PM 17	<u>Rishabh</u>
33	Sagar Verma	PM 17	<u>Sagar</u>
34	Shruti Rathour	PM 17	<u>Shruti</u>
35	Aditi Gupta	PM 17	<u>Aditi</u>
36	Nirwika Biyani	PM 17	<u>Nirwika</u>
37	Mudit Singh Paleria	PM 17	<u>Mudit</u>
38	Bhagyashree Shingate	PM 17	<u>Bhagyashree</u>
39	Mehar Agarwal	DMOS	<u>Mehar</u>
40	Kunal Jangit	DM-05	<u>Kunal</u>
41	Samidhya Choudhary	DM-05	<u>Samidhya</u>
42	Kuldeep Kumawat	DM-05	<u>Kuldeep</u>
43	Prathamesh N. Sonar	PM-17	<u>Prathamesh</u>
44	Apuv Kumar	PM-17	<u>Apuv</u>
45	Yash Sonune	PM-17	<u>Yash</u>
46	Vipul Yadav	PM-17	<u>Vipul</u>
47	Varun Sharma	PM-17	<u>Varun Sharma</u>
48	PROBHAT TAFADAR	PM-17	<u>Probnat</u>
49	Shreshank12 Pal	PM 17	<u>Shreshank</u>
50	Janhavi Aher	PM 17	<u>Janhavi</u>

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Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
51	Omkar Jadhav	PM 17	
52	JAYANAM PATEL	PM-17	
53	AUM PALAN	PM-17	
54	DEEPAANSHU SHARMA	PM - 17	
55	Ritam Paul	PM - 17	
56	Prathamesh Bankar	PM - 17	
57	APOORV TRIPATHI	PM - 17	
58	Mahantesh Kagale	PM-17	
59	Yuvraj Humbe	PM-17	
60	Chaitanya pawar	PM-17	
61	Lokesh Ranjan Mahto	PM - 17	
62	Aarika Mishra	PM-17	
63	Shruti Bhomick	PM - 17	
64	Yash Shrivale	PM-17	
65	Vikash Balodiya	PM-17	
66	Chaudhary, Bhushan	PM - 17	
67	Vikash Balodiya	PM - 17	
68	Shaik Waseem	PM-17	
69	Pal Vipin Sabhapati	PM-17	
70	Noursuddin	PM - 17	
71	Mathukumalli Sai Raviteja	PM-17	
72	Keshav Agrawal	PM - 17	
73	Bhumi Grawle	pm - 17	
74	Khika Patidar	PM - 17	
75	Jaideep Singh	pm - 17	

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Sr. No.	Students Name	Stream with Batch	Sign
76	Hrishikes h Mohite	PM-17	
77	Patil Vaibhav sanjay	PM-17	
78	Rahul Raj	PM-17	
79	Harsh sharma	PM 17	
80	Yash	PM 17	
81	Krushna Bharti	PM 17	
82	Ti Tiresha	PM 17	
83	Raj Manthanwar	PM 17	
84	Nikhil Sharma.	PM 17	
85	Mohit Rasput	PM-17	
86	Khan Abdul Rahim Mohamud saka	PM-17	
87	Sujal laje	PM-17	
88	Gairik Banjan saka	PM-17	
89	Raghuendra Singh	DM	
90	VISHAL KUMAR	PM-17	
91	Mohamad Danish Rafi Khan	PM-17	
92	Vogesh Dutt Jiwan	PM 17	
93	Arijit Dey	PM 17	
94	Priti Kumari	PM 17	
95	Banulalhe Maheshwari	PM 17	
96	Vaishali Kurnae	PM 17	
97	Chalapathi Siva Krishna	PM 17	
98	Tanipelli Bhargav ram	PM-17	
99	Priyadharsini . S	PM -17	
100	Vainda Menon	PM-17	
101	Divya Tyagi	PM-17	
102	Praveen	PM-17	
103	Sahil	PM-17	
104	Neyana Sahu	PM-17	
105	Krishna Bhatia	PM-17	

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Sr. No.	Students Name	Stream with Batch	Sign
106	Pooja chopaniya	PM-17	Pooja
107	Shruya Khari	PM-17	Shruya
108	Syaf Yadar	PM-17	Syaf
109	Riddhi Umathe	PM-17	Riddhi
110	Manisha Singh	PM-17	Manisha
111	Khushi Srivastava	PM-17	Khushi
112	Satvi choudhury	PM-17	Satvi
113	Shruti Temar	PM-17	Shruti
114	Amisha Sharma	PM-17	Amisha
115	Geetika Potnuru	PM-17	Geetika
116	Mansi Tupe	PM-17	Mansi
117	K. chetan kumar	PM-17	K. chetan
118	Tamanna Mishra	PM-17	Tamanna
119	Shrawani G. Tilekar	PM-17	Shrawani
120	Sadisha Pauda	PM-17	Sadisha
121	Deeksha Singh	PM-17	Deeksha
122	Tanya Mani	PM-17	Tanya
123	Shreya Ghosh	PM-17	Shreya
124	Ritik Gupta	PM-17	Ritik
125	Sankhanil Pandit	PM-17	Sankhanil
126	Sei Sulagna Das.	PM-17	Sei
127	Shweta N. Wankhade	PM-17	Shweta
128	Sengar Anjana Rajvindsingh	PM-17	Sengar
129	Lopamudra Senka	PM-17	Lopamudra
130	Singh Richa Manojkumar	PM-17	Singh
131	Akash Bairagi	PM-17	Akash
132	Jitesh Yadav	PM-17	Jitesh
133	Aditi	PM-17	Aditi
134	Vaishnavi Bhoj	PM-17	Vaishnavi
135	Nidhi Tawale	PM-17	Nidhi
136	Geetika Sankhla	PM-17	Geetika
137	Tejar A. more	PM-17	Tejar
138	Prathamesh Bantari	PM-17	Prathamesh
139	Mudit Singh Pateriya	PM-17	Mudit
140	Mihir Kanchal	PM-17	Mihir
141	Debyam Kumar	PM-17	Debyam
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