

IIHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode no 102”

<p align="center">“Master Class Episode No 102</p>
<p>Topic: - Consumer behavior: patient preferences, and market dynamics in the pharmaceutical industry’”</p>
<p>Date: - 29th January 2024 from 02:00 pm to 03:00 pm</p>
<p>Venue: - LH-1, IIHMR University</p>
<p>Speaker: - Dr. Rahul Lad (Group Product Manager, Cipla, Mumbai)</p>
<p>Number of participants: - 51 students from Pharmaceutical Management Batch -14</p>
<p>Introduction: - The 102 episode of the Master Class titled - Consumer behavior: patient preferences, and market dynamics in the Pharmaceutical Industry held on 29th Jan 2024, at IIHMR University. This session featured: - - Dr. Rahul Lad (Group Product Manager, Cipla, Mumbai) as the guest speaker. The event was moderated by Dr. Sudhinder Sigh Chowhan, Associate professor, School of Pharmaceutical Management and student moderator Ms. Shivani Bhabhra from the MBA PM 14 batch. The session focus on “Consumer behavior: patient preferences, and market dynamics in the pharmaceutical industry’s Strategies”.</p>
<p>Objective: - The master class aimed to help students gain knowledge about the basics of marketing in industry and all the skills required for a marketing job role.</p>
<p>Salient Novel Points Covered: Role: Dr. Rahul Lad emphasized on the importance of sales and marketing in the industry. She also focused on the essentials of brand planning and the importance of performance analysis of a particular product. Challenges and Opportunities: The major challenges for a marketing and salesperson in any industry includes</p> <ul style="list-style-type: none">• Building a rapport and trust with the doctor.• Encouraging him to prescribe our medicine• Achieving the minimum required sales for a month.• Competitor analysis. <p>Q &A and Interactive Discussion: The session encouraged active participation from students, who asked insightful questions based on the industry requirement and the skills needed to work in the future.</p>
<p>Future Scope: The future scope of this master class lies in equipping students with essential skills and mindset for a successful industry career, making them well-prepared to thrive in a dynamic and competitive business environment. It also offers a foundation for ongoing professional growth and adaptability in an ever-evolving industry landscape.</p>
<p>Appropriate caption for the webinar: "Synergizing Theoretical Wisdom with Marketing Expertise: A Game-Changing Approach to Transforming Pharmaceutical Strategies"</p>

Consumer Behaviour: Patient Preferences, and Market Dynamics in the Pharmaceutical Industry

 Jan 29, 2024  02:00 PM to 03:00 PM (INDIA) 
 IIHMR University, Jaipur, India



SPEAKER

Dr. Rahul Lad
Group Brand Manager
Cipla
Mumbai, India



MODERATOR

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



STUDENT CO-ORDINATOR

Ms. Shivani Bhabhra
Batch: MBAPM-14
(MBA Pharmaceutical Management)
IIHMR University, Jaipur, Rajasthan, India



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 Long 75.815862°
 29/01/24 11:07 AM GMT +05:30

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Long 75.815801°

29/01/24 11:46 AM GMT +05:30

Master Class Session, Episode: 102

Date: 29/1/2024(02:00 PM to 03:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1.	Shivani Bhubha	PM-14	
2.	Shubham Agarwal	PM-14	
3.	Simran Sharma	PM-14	
4.	Shubham Saini	PM-14	
5.	Sonket Khedde	PM-14	
6.	Soahil Adapa	PM-14	
7.	Samikshu Saonerkar	PM-14	
8.	Mitisha Patil	PM-14	
9.	Harshita Rajoria	PM-14	
10.	Kimaya Sare	PM-14	
11.	Himanshu Sare	PM-14	
12.	Anit Hambaete	PM-14	
13.	Kaushik Singh	PM-14	
14.	Shivish Bende	PM-14	
15.	Bonika Tanwar	PM-14	
16.	Upendra Vikram Singh	PM-14	
17.	Shubham Saini		
18.	Kumar Gaurav		
19.	Dev Singh Prakash		
20.	Rahul Singh		
21.	Chandan Kumar		PM-14
22.	Harsh Choudhary		
23.	Gaurav Kumar		PM-14
24.	Hitesh Choudhary	PM-14	
25.	NAVEEN KUMAR	PM-14	
26.	Jitendra Singh	PM-14	
27.	Shreya Sikdar	PM-14	
28.	Lenika Rathod	PM-14	
29.	Vishal Uppal	"	
30.	Nishi Vagrekar	"	
31.	Tanmay Varshney	"	

