

**Master Class Ep. 148 ||"Pharmaceutical  
Digital and Social Media Marketing: Data-  
Driven Decision Making"|| Tuesday,  
February 03, 2026, 10.00 AM – 01:00 PM IST  
(Offline)**

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**From:** IIHMRU President Office

[presidentoffice@iihmr.edu.in](mailto:presidentoffice@iihmr.edu.in)

**To:** Tupe Mansi [mansi.pm17@iihmr.in](mailto:mansi.pm17@iihmr.in)

**Sent:** Monday, February 2 at 2:32 PM

Dear Tupe Mansi Jitendra,

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 February 03, 2026– from 10.00 AM – 01:00 PM IST (Offline).

The masterclass will help students to understand

“Pharmaceutical Digital and Social Media Marketing: Data-Driven Decision Making”.

**Title –** “Pharmaceutical Digital and Social Media Marketing: Data-Driven Decision Making”

**Guest Speaker:** Mr. Varun Agrawal, Consultant and Instructor, Digital and Social Media Marketing, Jaipur

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

**Student Coordinator** –1. Shrawani Tilekar, Batch: MBA PM-17

MBAPM-17

**Date:** Tuesday, February 03, 2026

**Time:** 10.00 AM – 01:00 PM IST

**Mode:** Offline

The Session will be of Approx 165 minutes followed by 15-minute question-answer session (3 Hours duration). The target audience will be MBA PM 1<sup>st</sup> Year students along with Faculties and Team Members of Placements & Alumni Relations.

Thanks and Regards



**President Office**

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**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**“Master Class Episode 148”**

<b>“Master Class Episode 148”</b>
<b>TOPIC: Pharmaceutical Digital and Social Media Marketing: Data-Driven Decision Making</b>
<b>DATE: February 03, 2026, (10:00 a.m. to 1:00 p.m.)</b>
<b>VENUE: IIHMR University, Jaipur (OFFLINE MODE)</b>
<b>SPEAKER: Mr. Varun Agrawal</b> , Consultant and Instructor, Digital and Social Media Marketing, Jaipur
<b>NUMBER OF PARTICIPANTS: 124 Students</b>
<b>INTRODUCTION:</b> The Master Class 148 session titled “ <b>Masterclass on Pharmaceutical Digital and Social Media Marketing: Data-Driven Decision Making</b> ” was held on <b>February 03, 2026</b> , at <b>IIHMR University</b> in offline mode. The session was moderated by <b>Dr. Sudhinder Singh Chowhan, Associate Professor, School of Pharmaceutical Management, IIHMR University, Jaipur</b> . The guest speaker <b>Mr. Varun Agrawal</b> is a <b>Consultant</b> and Instructor, Digital and Social Media Marketing, Jaipur.
<b>OBJECTIVE:</b> To provide students with practical understanding of <b>pharmaceutical digital and social media marketing</b> through real-time exposure to digital tools, platforms, and analytics, enabling <b>data-driven decision making</b> in modern healthcare marketing. The session aims to bridge the gap between <b>theory and industry practice</b> by building essential digital competencies in students.
<b>Salient Novel Points Covered</b>  <b>1. Digital Transformation in Pharmaceutical and Business Marketing</b>  The session began with an overview of how digital transformation is reshaping marketing strategies across industries, with special emphasis on pharmaceutical and healthcare sectors. Digital marketing was presented not merely as promotion, but as a strategic business function driven by data, technology, and consumer behaviour.  Key discussions highlighted how digital platforms have shifted marketing from mass communication to personalized engagement, making customer-centric strategies essential for organizational growth.  <b>2. Integration of Digital Tools with Business Strategy</b>  The session emphasized that digital tools are most effective when aligned with business objectives and decision-making frameworks, rather than being used as isolated technical applications.  Key points included: <ul style="list-style-type: none"><li>• Strategic use of digital platforms for brand building and customer engagement</li><li>• Alignment of digital campaigns with organizational goals</li><li>• Role of analytics in guiding marketing investments and planning</li><li>• Importance of performance-based digital strategies</li></ul>

### **3. Practical Exposure to Digital Platforms**

A major highlight of the master class was the hands-on demonstration of digital platforms and tools. Students were provided real-time learning on the creation of digital pages, platform navigation, and content structuring.

Key learnings included:

- Practical understanding of platform setup and management
- Digital identity creation for brands and businesses
- Platform-specific content strategy
- User engagement mechanisms

### **4. SEO and SEM in Digital Marketing Strategy**

The session introduced students to the fundamentals of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) as core pillars of digital visibility and reach.

Key discussions included:

- Organic vs paid digital reach
- Keyword-driven content strategy
- Search behavior and user intent
- Performance tracking and optimization methods
- Role of SEO and SEM in long-term brand growth

### **5. Social Media Marketing and Platform-Based Branding**

The session highlighted the role of social media platforms, especially Facebook and digital networks, in modern brand communication.

Key areas covered:

- social media as a business growth tool
- Platform algorithms and content visibility
- Audience targeting and segmentation
- Community building and digital trust creation
- Data-driven content planning

### **6. Data-Driven Decision Making in Digital Marketing**

The master class strongly emphasized data and analytics as the foundation of modern digital marketing strategies.

Key insights included:

- Role of analytics in campaign evaluation
- Conversion tracking and performance metrics
- Evidence-based marketing decisions
- Optimization through data interpretation
- Digital dashboards and reporting tools

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## 7. Skill Development for Future Digital Professionals

The session also focused on preparing students for future industry requirements, highlighting the need for continuous learning and skill adaptability.

Key focus areas included:

- Industry-relevant digital competencies
- AI and automation awareness
- Portfolio and project-based learning
- Interdisciplinary skill integration
- Career readiness in digital domains

## 8. Ethical and Responsible Digital Engagement

The session concluded with emphasis on ethical digital practices, data privacy, and responsible communication in digital platforms.

Key discussions included:

- User trust and digital credibility
- Responsible content creation
- Platform accountability
- Ethical marketing communication
- Sustainable digital growth

**Q&A and Interactive Session:** The session concluded with an engaging and interactive Q&A segment, during which students actively participated by raising questions related to the practical application of global health concepts.

**Conclusion:** The Master Class on “**Pharmaceutical Digital and Social Media Marketing: Data-Driven Decision Making**” successfully provided students with practical exposure and conceptual clarity on modern digital marketing practices. The session effectively bridged the gap between theoretical learning and real-world application, enhancing students’ understanding of digital tools, analytics, and strategic decision-making. Overall, the Master Class was highly informative, skill-oriented, and valuable in preparing students for future roles in the digital healthcare and pharmaceutical industry.

# Master Class on Pharmaceutical Digital and Social Media Marketing: Data-Driven Decision Making

Tuesday, February 03, 2026 10:00 AM – 01:00 PM IST

IIHMR University, Jaipur



**SPEAKER**

**Mr. Varun Agrawal**  
Consultant and Instructor  
Digital and Social Media Marketing  
Jaipur



**MODERATOR**

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



**STUDENT COORDINATOR**

**Shrawani Tilekar**  
Batch: MBA PM-17  
IIHMR University, Jaipur



**STUDENT COORDINATOR**

**Mansi Jitendra Tupe**  
Batch: MBAPM-17  
IIHMR University, Jaipur



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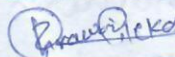


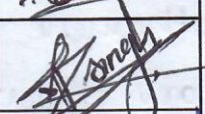

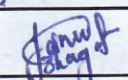
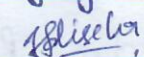
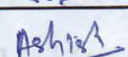
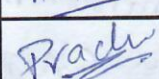
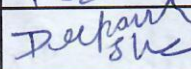

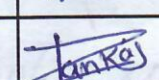
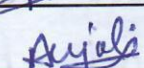
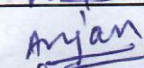
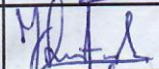

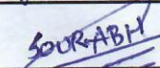
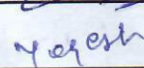


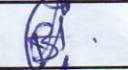



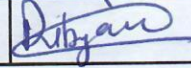




# Master Class Episode 148

Date: 03/02/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

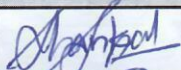
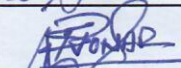
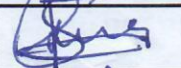
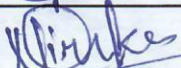
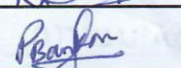
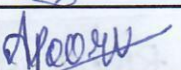
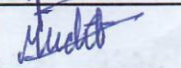
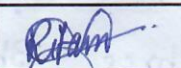
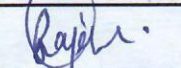
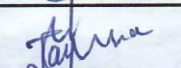
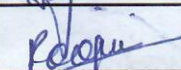
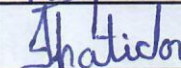
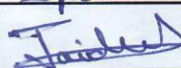
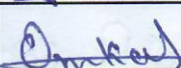
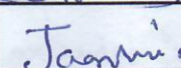
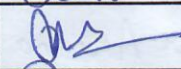
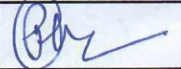

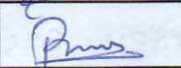

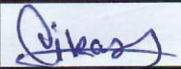

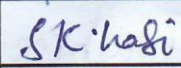
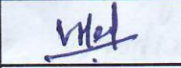
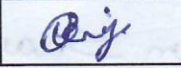
Sr. No.	Students Name	Stream with Batch	Sign
1	Shrawani G. Tilekar	MBA- PM 17	
2	Mansi Jitendra Tupe	MBA- PM 17	
3	Lopamudra Lenka	MBA- PM 17	
4	Singh Richa Manoj kumar	MBA- PM 17	
5	M. Joice GUEZ	MBA- PM 17	
6	Tanushree Bhagat	MBA- PM 17	
7	Sadisha Panda	MBA- PM 17	
8	Ashish Ranjan Mishra	MBA- PM 17	
9	Prachi Murti	MBA- PM 17	
10	Deepanshu Sharma.	MBA- PM 17	
11	Aum Palon	MBA- PM 17	
12	Pankaj Prajapati	MBA- PM 17	
13	Anjali Lakshya	MBA- PM 17	
14	Bengat Anjana	MBA- PM 17	
15	Yash Sonune	MBA- PM 17	
16	Yash Rohil	MBA- PM 17	
17	SOUBABH BASARAGAON	MBA- PM 17	
18	YOGESH DUTT TIWARI	MBA PM 17	
19	ARJIT DEY	MBA PM	
20	Akshay Shinde	MBA- PM 17	
21	Bhagyashree Shingate	MBA- PM 17	
22	Shashank Shingh	MBA- PM - 17	
23	Varun Sharma	MBA PM - 17	
24	Vipul Yadav	MBA PM - 17	
25	Dibyanshu Kumar	MBA PM - 17	



# Master Class Episode 148

Date: 03/02/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
26	Shreshant Pal	MBA PM 17	
27	Prathamush sonar	MBA PM 17	
28	Apurv kumar	MBA PM 17	
29	Nirvika Biyani	MBA PM 17	
30	Prathamush Bankar	- 11 -	
31	Apoorv tripathi	- 11 -	
32	Mudit Singh	"	
33	Ritam Paul	- 11 -	
34	Rajendra Rajput	- 11 -	
35	Jaynum Patel.	- 11 -	
36	Pooja chopariya.	MBA PM 17	
37	Tehika Patidar	- 11 -	
38	Jaideep Singh	- 11 -	
39	Omkar Jadhav	- 11 -	
40	Jhanvi Aher	- 11 -	
41	Muskaan Gupta	MBA PM 17	
42	Prashansa	MBA PM 17	
43	Anshant Gradekar	MBA PM-17	
44	Praduman Singh Rajawat	MBA PM-17	
45	Anuj Thakre	MBA PM-17	
46	Vikesh Babliya	MBA PM-17	
47	Yash shinde	MBA PM-17	
48	Shaik Waseem	MBA PM-17	
49	Vrinda Menon	MBA PM-17	
50	Priyadharsini S	MBA PM-17	



# Master Class Episode 148

Date: 03/02/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
51	Harikishore Athreya	MBA PM-17	
52	Vipin Pal	MBA-PM-17	
53	Nassruddin	MBA-PM-17	
54	Mohamed Danish	MBA-PM-17	
55	Chalapathi Siva Krishna	MBA-PM-17	
56	Mathukumali Sai Raviteja	MBA-PM-17	
57	Geezhika Potnuru	MBA-PM-17	
58	KOTHA VRKS VARSHITH	MBA-PM-17	
59	Keshav Agrawal	MBA-PM-17	
60	Kotumuri Chitham Kumar	MBA-PM-17	
61	Ashith . R	MBA-PM-17	
62	Tanipelli Bhargav ram	MBA-PM-17	
63	Sahil	MBA-PM-17	
64	PRAVEEN	MBA-PM-17	
65	VISHAL KUMAR	MBA-PM-17	
66	Nikhil Sharma	MBA-PM-17	
67	Priti Kumari	MBA-PM-17	
68	MOHIT RAJPUT	MBA-PM-17	
69	Samridhi Meswarkhi	MBA-PM-17	
70	Vaishali Kumari	MBA-PM-17	
71	Seemanta Kar	MBA-PM-17	
72	Prokhat tafadar	MBA-PM-17	
73	Aum Palan	MBA-PM-17	
74	Titish Yadav	MBA PM 17	
75	Aditi	MBA PM 17	



# Master Class Episode 148

Date: 03/02/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
76	Akash Bairogi	MBA PM17	<u>Akash</u>
77	Yashika Anil	MBA PM17	<u>Yashika</u>
78	Vansh Dhanwan	MBA PM17	<u>Vansh</u>
79	Aditya Vyas	MBA PM17	<u>Aditya</u>
80	Chaudhary Ved Vijay	MBA PM17	<u>Nilesh</u>
81	Shruti Bhowmick	MBA PM17	<u>Shruti</u>
82	Fawaz Chaitanya	MBA PM17	<u>Fawaz</u>
83	MOORE TEJAS ASHOK	MBA PM17	<u>Tejas</u>
84	Lokesh Ranjan Mahto	MBA PM17	<u>Lokesh</u>
85	Aditya Mishra	MBA PM17	<u>Aditya</u>
86	Tanya Mani	MBA - PM - 17	<u>Tanya Mani</u>
87	Shreya Ghosh	MBA - PM - 17	<u>Shreya</u>
88	Shweta N. Wankhade	MBA - PM - 17	<u>Shweta</u>
89	Sankhanil Pandit	MBA - PM - 17	<u>Sankhanil</u>
90	Rounak Chaurkar Sahu	MBA - PM - 17	<u>Rounak</u>
91	Vaishnavi Bhoj	MBA - PM - 17	<u>Vaishnavi</u>
92	Khushi Srivastava	MBA - PM - 17	<u>Khushi</u>
93	Anisha Sharma	MBA PM - 17	<u>Anisha</u>
94	Shruti Tomar	MBA PM - 17	<u>Shruti</u>
95	Sathi chowdhury	MBA PM 17	<u>Sathi</u>
96	Diksha Singh	MBA PM 17	<u>Diksha</u>
97	Sai Subhagana Das	MBA PM 17	<u>Sai Subhagana</u>
98	Monisha Singh	MBA PM 17	<u>Monisha</u>
99	Shreya Khare	MBA PM17	<u>Shreya</u>
100	Sejal Yadav	MBA PM17	<u>Sejal Yadav</u>
101	Riddhi Umathe	MBA PM17	<u>Riddhi</u>
102	Rajendra Rajput	MBA PM17	<u>Rajendra</u>
103	Harsh Durekodi	MBA PM17	<u>Harsh</u>
104	SAGAR VERMA	MBA PM17	<u>SAGAR</u>
105	Rishabh Pathak	MBA PM17	<u>Rishabh</u>



# Master Class Episode 148

Date: 03/02/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
106	Neyana Sahu	MBA PM 17	
107	Aditi Gupta	MBA PM 17	
108	Tsha Palan	MBA PM 17	
109	Kriti Hada	MBA PM 17	
110	Purva Borole	MBA PM 17	
111	Pooja Varibhar	MBA - PM 17	
112	Chaudhary Bhushan	MBA - PM - 17	
113	Mahantish. Kagale	MBA - PM 17	
114	<del>Pratik Dey</del>	<del>MBA - PM 17</del>	<del></del>
115	Pratik Dey	MBA - PM - 17	A. Dey.
116	Anisha Jain	MBA - PM - 17	
117	Ritik Gupta	MBA - PM - 17	
118	Rajal Lare	MBA PM - 17	
119	Ishan Abdul Raheem	MBA PM - 17	
120	Danish Rafi Khan	MBA PM - 17	
121	Aravik Shah	MBA PM - 17	
122	Jaydeep Solanki	MBA PM - 17	
123	Animesh Mishra	MBA PM 17	
124	Aum Palan	MBA PM 17	
125	Mihir Panchal	MBA PM 17	
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