



IIHMR University, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302029

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CIRCULAR

Formulating Marketing Strategies for Chronic Drug Therapy Market

IIHMR University is pleased to inform that the **Know Your Alumni Series – Episode 58** on the topic **“Formulating Marketing Strategies for Chronic Drug Therapy Market”** is being organized on **17 January 2024** from **11:30 AM to 01:00 PM IST** in **Offline Mode** at **LH-16, IIHMR University, Jaipur**.

The session will be delivered by **Mr. Anand Namdeo, Marketing Manager at Boehringer Ingelheim**.

The session aims to provide insights into strategic marketing approaches in the chronic drug therapy segment and highlight emerging opportunities in pharmaceutical marketing. It will also focus on understanding brand management practices, industry challenges, and the essential competencies required for career advancement in multinational pharmaceutical organizations.



President

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