



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

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CIRCULAR

Future Trends: AI and the Evolution of Pharmaceutical Digital Marketing

IIHMR University, Jaipur, is pleased to inform that **Master Class Episode 134** on the topic “*Future Trends: AI and the Evolution of Pharmaceutical Digital Marketing*” will be organized on **09 April 2025**, from **10:00 AM to 03:00 PM**, at **G-03 IT Lab, IIHMR University, Jaipur**.

The session will be delivered by **Ms. Shailaja Dwivedi Pathak**, Co-Founder, Pareizo Media. The master class will focus on the transformative role of Artificial Intelligence in pharmaceutical digital marketing, including data-driven strategies, personalised engagement, digital marketing channels, SEO, PPC, regulatory compliance, and the effective use of AI-powered tools in marketing analytics.

The session aims to provide participants with practical insights into emerging digital trends, innovative engagement strategies, and the evolving integration of AI in pharmaceutical marketing practices.

This academic initiative reflects IIHMR University’s continuous commitment to bridging industry knowledge with academic learning and preparing students for the dynamic digital healthcare ecosystem.


President

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