



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

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CIRCULAR

Data-Driven Approaches in Pharma Marketing: Trends, Insights, and Strategic Applications

IIHMR University, Jaipur, is pleased to inform that **Master Class – Episode 146** on the topic **“Data-Driven Approaches in Pharma Marketing: Trends, Insights, and Strategic Applications”** will be organized on **15 January 2026** from **10:00 AM to 01:00 PM IST** in **Offline Mode** at the **IT Auditorium, IIHMR University, Jaipur**.

The session will be delivered by **Ms. Anuksha Jain, Associate at Novartis India**.

The master class aims to provide insights into emerging trends in pharmaceutical marketing through data-driven strategies, including the use of prescription-based analytics, marketing performance indicators, and brand performance metrics such as TRx, NRx, and NBRx for strategic decision-making in the pharmaceutical sector.


Placement Cell

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