



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

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CIRCULAR

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

IIHMR University, Jaipur, is pleased to inform that **Master Class – Episode 148** on the topic **“Pharmaceutical Digital and Social Media Marketing: Data-Driven Decision Making”** will be organized on **03 February 2026** from **10:00 AM to 01:00 PM IST** in **Offline Mode** at **IIHMR University, Jaipur**.

The session will be delivered by **Mr. Varun Agrawal, Consultant and Instructor, Digital and Social Media Marketing, Jaipur**, and will be moderated by **Dr. Sudhinder Singh Chowhan, Associate Professor, School of Pharmaceutical Management, IIHMR University, Jaipur**.

The master class aims to provide practical insights into pharmaceutical digital and social media marketing through the use of digital tools, platforms, and analytics, enabling data-driven decision making in modern healthcare marketing practices.


Placement Cell

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