

Management Development Programme on

Integrated Pharmaceutical Marketing Communication

 December 28-30, 2026



Background

This three-day intensive Management Development Programme equips pharmaceutical professionals, educators, and students with the principles, practices, and frameworks required for effective Integrated Marketing Communication (IMC) in the pharmaceutical sector. Participants will gain a comprehensive managerial understanding of how to plan, execute, and evaluate marketing communication strategies in a highly regulated and competitive industry.

The programme explores the full spectrum of IMC elements from advertising and personal selling to digital and interactive marketing with a particular emphasis on building pharmaceutical brands that resonate with both healthcare professionals and patients. Sales force management as a component of personal selling and its role in fostering company–customer interaction will be examined in depth. By the conclusion of the program, participants will be equipped to apply their learnings immediately and adapt their strategies to a dynamic marketplace.

Objectives

- » Provide a rigorous framework for understanding the strategic importance of Pharmaceutical Marketing Communication.
- » Offer both theoretical exposure and practical insights into contemporary pharmaceutical marketing practices and integrated communication strategies.
- » Develop a holistic understanding of pharmaceutical marketing concepts, brand-building, and patient-centric communication.

Contents



Pedagogy

The programme offers a multifaceted learning experience through lectures, group discussions, case studies, and hands-on experiential learning. Participants are immersed in a dynamic learning environment designed to foster theoretical understanding and actionable real-world insights.



Who Should Attend?

This programme is specifically designed for:

- Medical and pharmaceutical officers, managers, and coordinators Medical Doctors and Nurses
- Administrative officers, directors, and senior pharmaceutical managers Executives of hospitals and healthcare organisations
- Pharmaceutical consultants and industry professionals with managerial responsibilities
- UG, PG, and research students in pharmaceutical sciences and management
- Professionals seeking to enhance their knowledge of pharmaceutical marketing and brand communication

Programme Coordinator



Dr. Sudhinder Singh Chowhan
Professor
IIHMR University, Jaipur

The programme will be offered by a team of national and international subject experts.

Nominations/Registration

Please send your nominations/registrations to the following address:

Management Development Programme Office

IIHMR University

1, Prabhu Dayal Marg, Sanganer Airport
Jaipur - 302029, INDIA | Tel: +91-141-3924700

Mobile: +91 9116006536

E-mail: training@iihmr.edu.in

Duration and Venue

The programme will start on Monday, December 28, 2026, and will conclude on Wednesday, December 30, 2026. The programme will be held at IIHMR University, 1, Prabhu Dayal Marg, Sanganer Airport, Jaipur - 302029. The University campus provides a conducive learning environment for participants, who are welcome to use the library and recreational facilities available on campus.

Programme fee

The programme fee for Indian participants is Rs. 30,000 plus GST (18% as applicable), and for international participants it is USD 315 plus GST (18% as applicable). The programme fee covers tuition, background reading material, lodging, and boarding.

Certificate

A certificate of participation on completion of the programme will be issued by IIHMR University, Jaipur.

Discounts on Fee

- 🌟 **Early Bird Discount:** Nominations received with payment before four weeks of the commencement of the programme will be entitled to a 10% early bird discount.
- 🌟 **Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.
- 🌟 **Maximum Discount:** Organizations can avail themselves of both discounts, subject to a maximum discount of 20%.





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