

Internship Report

“Digital Marketing Strategies for Pharmaceutical Product Launches”

Guided By:

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Introduction: The internship was undertaken as part of the MBA program in Pharmaceutical Management at IIHMR University, Jaipur. The primary focus of the internship was to gain practical insights into the digital marketing strategies used in pharmaceutical product launches. This report provides an overview of the activities conducted, key projects undertaken, and the learnings derived from the internship experience. The internship was conducted under the guidance of Mr. Rahul Sharma, Associate Professor at IIHMR University, Jaipur.

Objectives of Internship:

1. To understand the digital marketing strategies employed in pharmaceutical product launches.
2. To analyze the effectiveness of these strategies in real-world scenarios.
3. To identify the challenges faced in implementing digital marketing in the pharmaceutical industry.
4. To gain hands-on experience in digital marketing tools and techniques.
5. To contribute to ongoing projects and add value to the research conducted at IIHMR University.

Organizational Profile: IIHMR University, Jaipur, is a premier institution dedicated to the improvement of healthcare through research, education, and training in management. The university offers various programs, including MBA in Pharmaceutical Management, where students gain in-depth knowledge and practical skills relevant to the pharmaceutical industry. The digital marketing research and projects conducted under the guidance of faculty members aim to enhance the understanding and application of digital marketing in healthcare and pharmaceutical sectors.

Services Provided by Organization:

1. Educational Programs: Offering undergraduate, postgraduate, and doctoral programs in health management, hospital management, pharmaceutical management, and development studies.
2. Research and Development: Conducting research in various domains of healthcare to develop innovative solutions and improve healthcare practices.
3. Training and Workshops: Providing training programs and workshops for students and healthcare professionals to enhance their skills and knowledge.
4. Consultancy Services: Offering consultancy services to healthcare organizations to improve their management practices and strategies.

Key Activities/Projects Undertaken Other than Dissertation:

1. Social Media Campaigns:

- Objective: To enhance the university's online presence and engage with a broader audience.
- Activities: Developing content for social media platforms, creating posts, managing social media accounts, and analyzing engagement metrics.
- Outcome: Increased follower count and engagement rates on platforms like Facebook, Twitter, and LinkedIn.

2. SEO Optimization:

- Objective: To improve the university's website visibility on search engines.
- Activities: Conducting keyword research, optimizing website content, and monitoring website analytics.
- Outcome: Improved search engine rankings and increased organic traffic to the university's website.

3. Email Marketing Campaigns:

- Objective: To keep students, faculty, and stakeholders informed about new programs, events, and research findings.
- Activities: Designing email newsletters, segmenting email lists, and analyzing open and click-through rates.
- Outcome: Higher engagement rates and better communication with students, faculty, and stakeholders.

4. Content Marketing:

- Objective: To educate and inform the audience about various healthcare management topics and the university's contributions.
- Activities: Creating blog posts, articles, and videos on healthcare management topics, and distributing them through various channels.
- Outcome: Increased website traffic and improved engagement and education of the audience.

5. Market Research:

- Objective: To gather insights into market trends and preferences of potential students and stakeholders.

- Activities: Conducting surveys, analyzing industry reports, and monitoring competitor activities.
- Outcome: Valuable insights into market dynamics and preferences, aiding in the development of effective marketing strategies.

Key Learnings from Internship:

1. Understanding Digital Marketing Strategies:

- Gained in-depth knowledge of various digital marketing strategies such as SEO, content marketing, email marketing, and social media marketing. Understood how these strategies are tailored to the healthcare and educational sectors and their role in enhancing engagement and promoting the university's programs and research.

2. Analyzing Effectiveness:

- Learned to measure the effectiveness of digital marketing campaigns using various metrics such as engagement rates, conversion rates, and ROI. Developed skills in using tools like Google Analytics, Hootsuite, and Mailchimp for data analysis and reporting.

3. Addressing Challenges:

- Identified the challenges faced in implementing digital marketing in the healthcare and educational sectors, including regulatory compliance, data privacy concerns, and technology adoption. Gained insights into how to navigate these challenges and ensure that marketing efforts remain compliant and effective.

4. Practical Application:

- Applied theoretical knowledge to real-world scenarios, enhancing practical skills in content creation, social media management, and email marketing. Gained hands-on experience in using various digital marketing tools and platforms.

5. Project Management:

- Developed project management skills by working on multiple campaigns simultaneously, ensuring that all projects were completed on time and met their objectives. Learned to prioritize tasks, manage time effectively, and work collaboratively with team members.

6. Communication Skills:

- Improved communication skills by interacting with students, faculty, and stakeholders. Learned the importance of clear and effective communication in executing marketing strategies and achieving organizational goals.

Conclusion: The internship under the guidance of Mr. Rahul Sharma at IIHMR University, Jaipur, provided a valuable opportunity to gain practical experience in digital marketing within the healthcare and educational sectors. The hands-on experience and insights gained during the internship have significantly contributed to my understanding of digital marketing strategies and their application. The skills and knowledge acquired will be instrumental in my future career in pharmaceutical management and digital marketing.