

Internship Report

Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

Dev Prakash

2024

Internship Report

Internship Organisation: IIHMR University, Jaipur

Intern: Dev Prakash

Roll No- 0380

Mentor: Dr. Ashok Peepliwal

Duration: Apr, 2024 – June, 2024

About IIHMR:

Founded on October 5, 1984, and established as a postgraduate research university in 2014 by the Government of Rajasthan, IIHMR University includes five schools: IHMR, SPM, SDS, SDG-SPH, and SDH. It offers MBA programs in health and pharmaceutical management, an MPH with Johns Hopkins Bloomberg School, and Ph.D. programs in various health disciplines. The university's mission is to improve health standards through education, research, and training. Known for its diverse student body and significant contributions to executive development programs, IIHMR engages with global organizations, fostering a vibrant, inclusive learning environment.

Vision:

IIHMR University aspires to become a world-class higher education institution by promoting education and research for the betterment of society.

Mission:

IIHMR University is dedicated to the improvement in standards of health through better management of health care and related programs. It seeks to accomplish this through management education, research, training, consultation and institutional networking in a national and global perspective.

1. Acknowledgements

I would like to sincerely thank my mentor, Dr. Ashok Peepliwal, for his invaluable guidance and support throughout my internship at IIHMR University. I am also grateful to the faculty and staff of IIHMR University for providing a conducive learning environment and all necessary resources.

2. Introduction

This report details my internship experience at IIHMR University, where I undertook a research project on 'Strategic Evolution: Traditional and Innovative Marketing in the Indian Pharmaceutical Sector.' The primary objective was to explore and analyze the shifts and developments in marketing strategies within the Indian pharmaceutical industry, with a focus on traditional and innovative approaches.

3. Objectives

- To understand traditional marketing strategies employed in the Indian pharmaceutical sector.
- To identify and evaluate innovative marketing practices.
- To analyze the effectiveness of these strategies in the current market scenario.
- To provide recommendations based on the findings.

4. Methodology

- Literature Review: Conducted an extensive review of existing literature on pharmaceutical marketing strategies.
- Primary Research: Carried out interviews and surveys with industry professionals and stakeholders.
- Data Analysis: Utilized statistical tools and software for analyzing the collected data.

5.1 Literature Review

The literature review focused on the historical context of pharmaceutical marketing in India, identifying key traditional strategies such as physician detailing, medical conferences, and print advertisements. It also explored the rise of digital marketing, social media campaigns, and patient-centric approaches as innovative strategies.

5.2 Primary Research

Conducted structured interviews with marketing professionals from various pharmaceutical companies. Designed and distributed surveys to gather quantitative data on the adoption and impact of different marketing strategies.

5.3 Data Analysis

Utilized tools like SPSS and Excel for data analysis. The analysis included descriptive statistics, correlation analysis, and regression analysis to understand the relationships between different marketing strategies and their outcomes.

6. Findings and Discussion

Traditional Marketing: Physician detailing remains a crucial aspect of pharmaceutical marketing, although its effectiveness is gradually declining due to regulatory constraints and changing physician preferences.

Innovative Marketing: Digital marketing, including social media campaigns and online advertising, has shown significant potential in reaching a broader audience. Patient engagement initiatives, such as patient education programs and support groups, are gaining traction.

Comparative Analysis: Innovative marketing strategies, while still emerging, are proving to be more cost-effective and far-reaching compared to traditional methods.

7. Recommendations

- Integration of Strategies: Pharmaceutical companies should integrate traditional and innovative marketing strategies to maximize reach and effectiveness.
- Focus on Digital Transformation: Invest in digital marketing infrastructure and training for marketing personnel.
- Patient-Centric Approach: Develop more patient-centric marketing initiatives to build trust and loyalty among consumers.

8. Conclusion

My internship at IIHMR University under the guidance of Dr. Ashok Peepliwal has been an enriching experience. The research project on 'Strategic Evolution: Traditional and Innovative Marketing in the Indian Pharmaceutical Sector' has provided me with valuable insights into the dynamics of pharmaceutical marketing. The findings and recommendations from this study can serve as a guide for pharmaceutical companies aiming to enhance their marketing strategies.