

# **Synopsis for Dissertation 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

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## FORMAT OF SYNOPSIS

**TITLE:** Traditional Marketing Strategies in the Pharmaceutical Industry: An Analysis of Effectiveness and Implementation.

**INTRODUCTION:** Traditional marketing strategies have long been a cornerstone of the pharmaceutical industry's promotional efforts, encompassing tactics such as sales representatives, print advertisements, conferences, and direct mail. This study aims to evaluate the effectiveness and implementation of traditional marketing strategies in the pharmaceutical sector. By analyzing the impact of traditional marketing approaches, the research seeks to identify key success factors and challenges faced by pharmaceutical companies in utilizing traditional marketing channels.

**RESEARCH QUESTION:** How do traditional marketing strategies contribute to the promotional efforts of pharmaceutical companies, and what are the key factors influencing the effectiveness of traditional marketing campaigns in the pharmaceutical industry? **OBJECTIVES:** • To assess the utilization of traditional marketing strategies by pharmaceutical companies • To evaluate the effectiveness of traditional marketing tactics in reaching healthcare professionals and patients • To identify best practices and challenges in implementing traditional marketing strategies in the pharmaceutical sector

**HYPOTHESIS:** Strategic implementation of traditional marketing strategies positively influences brand awareness and engagement with healthcare professionals and patients in the pharmaceutical industry.

**MATERIAL AND METHODS: STUDY DESIGN:** This research will employ a mixed-methods approach, combining quantitative analysis of marketing data

**SETTING:** Setting: The study will focus on pharmaceutical companies operating in various therapeutic areas.

**DURATION OF STUDY:** April 2024-June 2024

**SAMPLE SIZE:** A total of 4-5 pharmaceutical companies will be selected for the study, representing a mix of established and emerging players in the industry

**SAMPLING TECHNIQUE:** Purposeful sampling will be used to select companies with diverse traditional marketing strategies and campaign effectiveness for comparative analysis.

**DATA COLLECTION PROCEDURE:** Data will be collected through analysis of marketing materials and understanding strategy implementation and review of campaign performance metrics.

**OPERATIONAL DEFINITIONS:** Traditional Marketing Strategies: Refers to the use of conventional promotional tactics such as sales representatives, print advertisements, conferences, and direct mail to promote pharmaceutical products. Brand Awareness: Indicates the level of recognition and familiarity of a pharmaceutical company and its products among healthcare professionals and patients

**DATA ANALYSIS PLAN:** Quantitative data analysis will involve statistical techniques to assess the impact of traditional marketing strategies on brand awareness and engagement.

**ETHICAL CONSIDERATIONS:** Confidentiality and anonymity of companies and individuals involved will be maintained

**IMPLICATIONS OF RESEARCH:** The findings of this research will provide insights for pharmaceutical companies to optimize their traditional marketing strategies to effectively reach and engage with healthcare professionals and patients, enhancing brand awareness and market presence in the industry. **REFERENCES:** References will be cited in the Vancouver Style format, using referencing software such as Mendeley or Endnote. This outline presents a structured approach for your dissertation on traditional marketing strategies in the pharmaceutical industry, focusing on the effectiveness and implementation of conventional promotional tactics in reaching healthcare professionals and patients. Synopsis/Dissertation/IIHMR/2024