

Internship Report

Internship Organisation: IIHMR University, Jaipur

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Roll No- 0421

Mentor: Dr. Ashok Peepliwal

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About IIHMR:

IIHMR University was founded on October 5, 1984, and was designated as a postgraduate research university by the Rajasthani government in 2014. The university is divided into five schools: IHMR, SPM, SDS, SDG-SPH, and SDH. It provides MPH programmes with the Johns Hopkins Bloomberg School, Ph.D. programmes in a variety of health disciplines, and MBA programmes in pharmaceutical and health management. The goal of the university is to raise health standards via instruction, training, and research. IIHMR interacts with international organisations, creating a dynamic, welcoming learning environment. It is well-known for its varied student body and major contributions to executive development programmes.

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 want to express my gratitude to Dr. Ashok Peepliwal, my mentor, for all of his help and support during my internship at IIHMR University. I am also appreciative of the IIHMR University's faculty and staff for offering a comfortable learning environment and all required materials.

2. Introduction

This report details my internship experience at IIHMR University, where I undertook **Digital Marketing Trends in OTC Drug**. The pharmaceutical industry, particularly the over-the-counter (OTC) drug sector, has witnessed significant transformations due to the rise of digital marketing. This

paper, "Digital Marketing Trends in the OTC Drug Industry," explores how these trends have reshaped the marketing landscape for OTC medications, offering critical insights into the integration of digital strategies.

3. Objectives

The objective of this study is to examine the impact of digital marketing on the OTC drug market, understand the evolving marketing strategies, and provide actionable recommendations for pharmaceutical companies to enhance their digital marketing efforts.

4. Methodology

This research employs a mixed-methods approach, combining a comprehensive literature review, primary research through surveys and interviews with industry professionals, and data analysis of digital marketing metrics. The study aims to identify key trends and their implications for the OTC drug market.

4.1 Literature Review

The literature review synthesizes existing research on digital marketing in the pharmaceutical industry, highlighting significant trends such as the rise of e-commerce, the importance of social media, and the shift from traditional to digital marketing channels. It also examines the challenges and opportunities presented by these trends.

4.2 Primary Research

Primary research involves surveys and interviews with marketing professionals in the pharmaceutical industry. These methods aim to gather firsthand insights into current digital marketing practices, the effectiveness of various strategies, and the industry's response to emerging digital trends.

4.3 Data Analysis

Data analysis includes evaluating digital marketing metrics such as website traffic, social media engagement, conversion rates, and return on investment (ROI). Statistical tools are used to analyse survey data and identify patterns and correlations in digital marketing performance.

6. Findings and Discussion

The findings reveal that digital marketing has significantly increased product awareness and customer engagement in the OTC drug industry. The use of mobile commerce, SEO, and multimedia content has proven particularly effective. The discussion highlights how these strategies have adapted during the COVID-19 pandemic, emphasizing the need for agility and innovation in digital marketing approaches.

7. Recommendations

Based on the findings, the study recommends that pharmaceutical companies:

- Invest in robust digital marketing strategies, including SEO and social media.
- Leverage data analytics to optimize marketing campaigns.
- Foster customer loyalty through personalized and trust-based interactions.
- Continuously adapt to emerging digital trends to stay competitive.

8. Conclusion

My internship at IIHMR University under the guidance of Dr. Ashok Peepliwal has been an enriching experience. The digital marketing landscape for OTC drugs is rapidly evolving, driven by technological advancements and changing consumer behaviours. Pharmaceutical companies must embrace digital strategies to enhance their market presence and engage effectively with customers. This study underscores the critical role of digital marketing in the future success of the OTC drug industry.